

PRINTERS' INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

VOL. CLXIX, No. 5

NEW YORK, NOVEMBER 1, 1934

1924 Hawaiian Pineapple Co., Ltd., conceive idea of canned, fresh, unsweetened pineapple juice.

1925 Eight years spent in experimenta-

1926 tion, in perfecting a process of juicing and pack-

1927 ing — securing approval of

1928 Dole Pineapple Juice by

1929 dieticians and pediatricians

1930 — securing acceptance by

1931 wholesale and retail grocery

1932 trade — securing national distribution.

1933 March — American Medical Association Committee on Foods grants Dole Pineapple Juice permission to display A.M.A. Seal — the first pineapple juice to be so honored. September 16th — first national advertising campaign of Dole Pineapple Juice.

December 31st—three times as many cases of Dole Pineapple Juice sold as in 1932.

1934 November 1st — orders on hand indicate a 1934 volume six times greater than 1933.



**"Be sure
you're right
— then
go ahead"**

—DAVY CROCKETT



**N. W. AYER
& SON, Inc.**

Advertising Headquarters
Washington Square, Phila.

New York Boston Chicago
San Francisco Detroit
London Montreal
Buenos Aires São Paulo

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The world's simplest, strongest, least complicated razor. One piece. No removable parts. Life-guard mechanism protectively concealed in the extra long, one-chill handle. One finger-snap opens the lid. Another twist sets and locks the blade.

Gem

THIS modern, self-adjusting razor will instantly teach you the expert barber's tugless stroke. The flat, slanted head tightens slack tissues and compels correct shaving at the *only* angle which gets *all* the beard with a once-over. Gem *alone* can do this. And *only* Gem will keep a tender skin on friendly terms with harsh, dense, heavy stubble.

50% thicker Gem Blades (Single- or Double-edge) are so much sharper and tougher that they may be repeatedly used on whiskers that men dull all thinner, flimsier substitutes. That's because Gem Micromatic Blades are built of rigid, surgical steel, tempered to withstand the 4640 separate scrapings that give Gems their incredible and lasting keenness.

Dual Alignment (exclusive patent) makes possible the *safe* use of these *removable* blades. They simply can't scuff or rasp because a single finger-twirl positions edges uncreeping against the guard and locks 'em fast at five different points. They never slip or miss a hair in dimples, wrinkles, or skin folds. Quit wasting money on obsolete holders and inferior blades. Avoid their choppy, mauling action. Switch to Gem's real barber-shop

stroke and protect your skin forever. Any dealer anywhere will sell you Gem's latest gold-plated outfit for \$1.00. Or if you'd rather try before you buy, secure a money back testing set including a regular \$1.00 holder with a single- and double-edge blade, by spending a quarter and sending the coupon.




One Safety Razor Case, Shave 100 Shaves, 10 Y.

Send me the coupon and I will send you a money back testing set including a regular \$1.00 holder with a single- and double-edge blade, by spending a quarter and sending the coupon.

NAME _____
 STREET _____
 CITY _____

GEM MICROMATIC RAZOR and BLADES

"STRONG AND SIMPLE"

...the keynote of Interrupting Idea copy, as evidenced in the current campaign for the American Safety Razor Company, now in its twenty-seventh Federal year. 

FEDERAL ADVERTISING AGENCY, INC.

444 Madison Ave., New York • Tel. ELdorado 5-6400

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PRINTERS' INK

NEW YORK, NOVEMBER 1, 1934

This Week

Win new customers, but keep the old;

The first are silver, the latter gold.

Paraphrasing an old axiom, Bernard Lichtenberg, vice-president of the Alexander Hamilton Institute, leads this week's issue with a lecture on the folly of forgetting how much customers cost.

A lost customer is a monetary loss, not merely because he represents potential volume that now has gone overboard, but also because he represents an asset into which has gone a sizable lump of the seller's money.

Mr. Lichtenberg's portrayal of the situation suggests that many manufacturers actually do look upon their customers as if they were assets—and upon that principle, depreciate them from year to year!

Allyn B. McIntire titled it: Advertising, 1935? But to P. J. it seemed that his message to the A. B. C. called for a warmer label than that. For when the president of the A. N. A. spoke to the Audit Bureau, he dealt, not so much with prophecy, as with plain-spoken diagnosis of advertising's ailments. He talked about rates, and circulation guarantees and about agency compensation. He said he hoped he would set his hearers thinking. He did!

Trained salesmen working with trained buyers! Happy days! Is the millennium so far away that none of us living will see it? Harry Merrill Hitchcock, who has been living among buyers recently, dares to hope that buyer-training will spread so rapidly as to lighten the burdens of present-day sales-

men. Already there are glimmerings of a high order of ability among the men upon whom salesmen call.

Starting with the premise that the friends of advertising are not interested so much in the elimination of crooked advertising and crooked products, but rather in establishing consumer confidence in advertising *in toto*, George Scholefield (which isn't this outspoken commentator's real name) comes out for a **publishers' czar**. PRINTERS' INK declines to endorse the suggestion, but admits that certain details of the indictment are "so true that they hurt."

Concentration of sales effort on hand-picked, well-rated distributors and dealers; the distributor's active co-operation; dealer education—these are a few of the products of a **merchandising plan** of the Marshall Furnace Company. The campaign, described by advertising manager C. S. Stout, was on this year's fifty-best list of the Direct Mail Advertising Association.

Andrew M. Howe continues his discussion of **price-stabilization**. Under the title, "Yes, Prices Can Be Stabilized," he analyzes and summarizes the experiences of a respect-compelling array of progressive companies.

How, with the aid of tests and with jobber co-operation, **three letters pulled 48 per cent** returns is reported by F. C. Millhoff, vice-president in charge of sales, Master Tire and Rubber Corporation.

Yes, there are **errors in agency solicitation**. Some of them are

pretty awful. The system needs overhauling. This week Bernard A. Grimes presents one side. But there is another side yet to come.

* * *

Christmas and packages—the two concepts are so closely wedded as turkey and cranberry sauce. L. B. Icely, president of the Wilson-Western Sporting Goods Company, describes new packages to pick off-season sales—novel containers with Christmas appeal.

* * *

"At the present time, and for many years to come, any man who has made a sale—and holds a contract in his hand—can get all the financing he needs." The assurance comes from Harford Powel, vice-president of Kimball, Hubbard & Powel, who looks ahead to visualize the **sales manager of 1940**. Mr. Powel outlines the developments that will bring to the fore the man on the sale side. He indicates, also, with what instruments that man will operate. "Big companies," he says, "can become ex-

troverts—they can study the consumer before they start designing."

* * *

Cannon pushes towels for men * * * **Richfield** gives consumers a rest by soft-pedaling advertised virtues * * * **Chain-store sales** disclose interesting contrasts * * * Improved containers for plumbing fixtures—an idea of **Fisher Brass, Inc.** * * * The **Sonotone Corporation** goes into full-page space in national publications to promote a hearing-aid * * * the second blessed event in an old family—**Gillette** brings out the radically different Aristocrat, to be announced in color in full pages.

* * *

This week's **editorials** consider: The President on Profits, Labor and Its Rackets, Dams in Broadcasting, and Huey and the Game Wardens.

The **Schoolmaster** puckers his brow over: dealer-education about advertising, an unusual headline, designing calling cards, and key-chains for motorists.

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Don't Shout

The less the publisher has to
shout to get his readers, the
less the advertiser has to shout.

That's why so many advertisers
are using The New Yorker
with *QUIET effectiveness.*

THE
NEW YORKER

25 WEST 45th STREET
NEW YORK CITY

More Hail—and Less Farewell!

In the effort to "glad hand" new trade are we turning the "cold shoulder" to old customers, some of them purchased at perhaps high price? Mr. Lichtenberg treats an old, but always timely subject in new and telling fashion.

By Bernard Lichtenberg

Vice-President, Alexander Hamilton Institute

ASK me what topic is uppermost in the minds of business men and I would say it is not politics, Government in business, unsettled world affairs, or who will comprise the 1934 "All American" . . . it is "how can we get more sales?" and its corollary "how can we get more customers?"

Even in normal times the nightmare of business—the last four years have seen the frenzied efforts to develop new buyers, new outlets carried almost to the point of hysteria.

We've been going so fast, in so many different directions, and using so many different vehicles in this mad scramble for customers that one wonders if our very speed hasn't taken us right past our objective.

If we stopped long enough to give the matter serious consideration, the idea might percolate that perhaps we could make more headway if we reduced speed and looked over our own premises. A more than cursory glance over our own establishment might show us the emaciated bodies of buyers, underfed by ourselves, the carcasses of customers who died for lack of nourishment and stimulation we should have given; it might show the ghosts of patronage that was once our very own but is now but a list of names in a book . . . trade that was driven from our doors.

There are all kinds of ways to drive away business. And yet how many merchants and manufacturers seem to have the fatuous belief that you can ignore, mistreat, even abuse and insult trade, and it will come

back, like the cat in the nursery rhyme, hungry for more of the same treatment.

In a day when the customer is not only king, but the whole works, including Chancellor of the Exchequer, it would seem almost beyond belief that producers and sellers would maintain that air of independent aloofness, of open indifference if not supercilious hauteur, that was supposed to have passed out of the merchandising picture with the "seller's market."

If ever the customer should be carefully catered to and cajoled—served well and tenaciously—it is right now! If ever there was a time when advertising and merchandising effort should be directed toward holding *old* business, as well as developing *new*, it is today. Remind the average business man of this fact and he'll quite likely snort, "Of course—certainly we know all that!" But what do we find? The same old feverish activity to gain *new* customers and the

[illegible]

Consolidation of Gender

Joseph P. Coors, Denver, says that Coors' position on the issue of Transsexuals is not to "take sides" but to "take a stand." He says that Coors' position is to "take a stand" on the issue of Transsexuals, and that Coors' position is to "take a stand" on the issue of Transsexuals.

The biography was called to life by the National University, in St. Louis, a department of chemistry and physics after he had taught the hard state at St. Louis College, St. Louis, for two years.

[illegible]

On Tuesday, Aug. 10, the investigation by Captain James H. McLaughlin, in charge, New York's Supreme Court in examining the case, found that the man was not the same as the man who was arrested on the same day.

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ROYAL ANTHROPOLOGICAL INSTITUTE
OF GREAT BRITAIN AND IRELAND
VOLUME 100, PART 1, 2000
PUBLISHED BY THE
BRITISH ANTHROPOLOGICAL SOCIETY

The United States District was advised that the Bureau is now carrying the 20-occupancy rule to its logical conclusion by listing all victims of terrorist activities which it will not require the victim to report within an arbitrary 48-hour period and the anti-terrorism act.

Customer Banking for Dummies
The author's books will certainly be a best-seller. While this is a good thing, the book "Theory of Banking" is considered a definite addition to the shelf of the student in contemporary bank business studies in the U.S. As we can

[illegible]

Q—Yes, would you? But how could you be so comfortable as to be so sure you know, in God's sight? You—

A—I imagined the speaking was Christian's. I remember, with shame at this, that you said, "I know." A—Then, to this—

Q—And after, you left those "Christian" figures, did you speak to the women? A—No, I did not. I saw them, did you say?

GOOD AIR is the air we New Yorkers breathe. It's clean, it's definite counts.

It is dusty. It is protective moisture. It is too humid for cold. Not being regular 3 P.M. resolutions to air.

**PROTECT
CONDITION**

Any shop, any
and profit by, i
nature intended

Mr. Thomas
Wells,
New York.



basis of health. Yet most of us
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ES BAD
TEN
Y 3 P. M.

conditioning equipment conditioned air means that you are protected against street noises and dusts. It is purer to breathe. In winter the air is warmer. In summer it is cooler. Humidity is controlled. You don't need to install cooling equipment. You can begin by having part of the ductwork, filters and second filters, humidity and temperature controls. Representatives will be glad to help you. Write for your particular needs.

windows and doors can
part. The air is washed
and pressurized, so that
it's warm—to just the
point—to just the right
And the air is con-

plete air conditioning.
—adequate ventila-
tion, room cooling,
table weather ahead,
you about the equip-

**DOES BAD AIR
FLATTEN YOU
BY 3 P. M.?**



**KEEP
FRESH
WITH
CONDITIONED
AIR**

OUR EXPERTS' ADVICE ON AIR CONDITIONING COSTS YOU NOTHING

THE NEW YORK Edison COMPANY — BROOKLYN Edison COMPANY, INC.
THE UNITED Electric LIGHT AND POWER COMPANY — NEW YORK AND QUEENS Electric LIGHT AND POWER COMPANY

BATTEN, BARTON, DURSTINE & OSBORN, Incorporated, ADVERTISING

New Y



NEW YORK • CHICAGO • BOSTON • BUFFALO • PITTSBURGH • MINNEAPOLIS

same lukewarm regard and complacent disregard of the old.

Today, as of yore, distant fields seem greenest and we find actual business in hand—perhaps secured at considerable expense—being overlooked, if not thrown away, in the effort to cultivate those far-away pastures . . . in the mad



© Harris & Ewing

Bernard Lichtenberg

scramble to open up "new accounts" and so on.

That this is not mere generalization, perhaps based upon a specific and isolated example of poor customer-service, may be proved by anybody willing to go out into the highways and byways and interview manufacturer, storekeeper and the plain Mr. and Mrs. John Customers. Furthermore, it is supported by endless data compiled from reliable sources.

I don't know anything more important to a business—whatever its nature and ramifications, than "customers." We're all of us customers in the world's marts—buyers of one thing or another. We all mean "business" and the possibilities for profit, to others—salesmen, storekeepers, distributors and manufacturers—and through them to the producers of raw materials of the world. Some of us are more conscious of our importance in the realm of trade than others and, likewise, some merchants,

manufacturers and salespeople hold us in higher esteem than others. And, being more or less selfish in our desires to get as much out of living as we can, and paying as little for it, we prefer to do business with those people and establishments that best cater to us.


At times, particularly when we feel flush, we aren't so fussy about the "catering"; at other times, such as we've been staggering through these last few years, we're apt to demand just a little more of service and of value and are quicker to resent failure to cater to us. Particularly when we manage to pay our way as we go, we have the feeling that the fellow or firm from whom we buy ought to appreciate us. If he does, and shows it, we'll go on doing business with him. If he doesn't—well, there are oodles of his hungry competitors eager and willing to take over the job of "catering."

In times of "milk and honey" there may be some small excuse for a business not catering quite as carefully to its customers as in more trying times. But I prefer to think with Matthew S. Sloan who, when he was president of the Brooklyn Edison Co., said: "Don't forget the people who made you in the days of your prosperity; they can break you."


And it seems to me that if more executives charged with the management of business paid as much attention to the cost to get and to lose customers as they do to buying, production and company personnel, there would be some very pertinent questions asked of their subordinates, and some grand shakeups in men and methods.

It's relatively easy to figure out what a customer is "worth" to a business enterprise, particularly where the business is such that customers can be checked and recorded. But it isn't so easy to determine the cost in time, effort and dollars to *secure* the customer. And it is this cost to *get* the buyer that is often overlooked when executives attempt to estimate what they actually lose in a monetary way when the customer is lost.

(Continued on page 96)



94 per cent more
men's wear advertising
appeared in The New
York Times in nine
months this year than
in any other New York
newspaper.



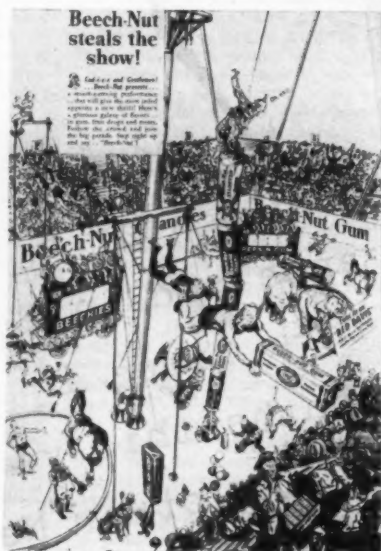
The New York Times, per advertising dollar, goes into the homes of 25 per cent more New York City men paying over \$30 for suits than any other newspaper and in addition is home-read by thousands of men paying less.—From Polk Consumer Census.

Beech-Nut Record Breaker

BEECH-NUT is confident that a four-color advertisement schedule for December will establish some sort of a record. For one thing it is to appear in eighty-eight magazines. For another, it is calculated that this list will provide an opportunity for bringing the company's message to the attention of a combined circulation of 35,000,000 people.

Novel in illustrative treatment, the December advertisement is one of a new series started this year and to be continued during 1935. Copy features both gum and confections. The products are always in giant size against a Lilliputian background.

This treatment is considered particularly advantageous when considered from the standpoint of package display.



President and Advertising

THE GEORGE SMITH COMPANY
COMANCHE, TEXAS

Editor of PRINTERS' INK:

Well, of all things!

I was thumbing through some old copies of **PRINTERS' INK** last night when I ran across, on page 44 of the June 18, 1931, issue an extract from a speech made by Franklin D. Roosevelt, then Governor of the State of New York, before that year's convention of the A. F. A.

Certain portions of this talk were very interesting indeed, considered in the light of events that have taken place since that time; but the real knockout was in the very first sentence, wherein Governor Roosevelt said: "If I were starting life over again I am inclined to think that I would go into the ad-

vertising business in preference to almost any other."

And a bit further along he stated: "It is a generally recognized fact that the general raising of the standards of modern civilization among all groups of people during the last half-century would have been impossible without the spreading of the very knowledge of higher standards by means of advertising."

Surely an attitude held so definitely by the President so short a time ago as 1931 is not decidedly different in 1934; and surely with the President on record in such a fashion in regard to advertising, we should be reassured as to what the future holds in store for us.

GEORGE G. SMITH,
President

Upfront!

★ LARGEST CIRCULATION

THE TORONTO DAILY STAR has by far the largest daily newspaper circulation in Canada. During September, 1934, The Star averaged over 85,000 more copies every day than its nearest contemporary, or a 57% greater circulation.

★ LOWEST "MILLINE" RATE

THE TORONTO DAILY STAR has by far the lowest "milline" rate of any newspaper in Canada. The Toronto Daily Star has the lowest "milline" rate in all America with but two exceptions, a New York tabloid newspaper and a Kansas City paper that combines morning and evening editions.

★ MOST ADVERTISING

THE TORONTO DAILY STAR has, during three months of this year, carried more advertising than any other 6-day newspaper in Canada or the United States. A Washington paper and a Pittsburgh paper were in first position on the other occasions.

★ WEALTHIEST MARKET

THE TORONTO DAILY STAR offers entry into a far greater number of homes in Toronto and also in the surrounding country, where earnings are average or above the average, than any other newspaper. One-third of Canada's buying power is concentrated within 100 miles of Toronto. This area has a much larger share of the consumer population, with more money to spend, than any other comparable area in Canada. In this market of greatest sales opportunities, The Toronto Daily Star predominates. The Toronto Daily Star offers advertisers the best possible opportunity to introduce and establish their merchandise in the key market of Canada, at the lowest available cost per prospect.

SEPTEMBER CIRCULATION 233,172 DAILY AVERAGE

The **TORONTO DAILY STAR**
Canada's Leading Advertising Medium

"One of the World's Greatest Newspapers"

U.S. Representatives: Chas. H. Eddy Co., New York, Chicago, Boston



IMPORTANT

On Saturday, November 24th, a new
Hearst marketing medium will be born
. . . a powerful selling influence
upon America's two greatest markets . .

COMIC PT



T ANNOUNCEMENT



ew
orn
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ets . .

PTORIAL

. . . a 16 page tabloid size COMIC MAGAZINE in 4 colors,
published every Saturday, distributed with the NEW YORK
EVENING JOURNAL and the CHICAGO EVENING
AMERICAN.

A new, economical, flexible method of utilizing the well-
known force of advertising in Comics.

**Nationally Represented by the
Rodney E. Boone Organization**

New Gillette Razor

ARISTOCRAT, a new model, now being introduced to the retail trade, represents the first revolutionary change in the Gillette razor, according to the Gillette Safety Razor Company. Full pages, in color, in a list of magazines will feature the model in its public debut.

During the many years that the Gillette has been on the market, and especially in comparatively recent times, new models have been brought out but the changes incorporated have been minor modifications. They have had to do primarily with adjustments which made it possible to use newly designed razor blades in the later models.

The new razor, instead of being in three parts, is in one piece. When a blade is to be inserted, the handle is given a twist which opens the cap and exposes the resting place for the blade.

Spreads are being used in business papers to line up trade support, and broadsides are being employed extensively. Consumer advertising has been given a two-

fold job—introductory work, and to emphasize the appropriateness

of the new razor as a Christmas gift. Packed in a leather case, the razor and ten blades is to be sold at a suggested minimum price of \$4.

Adds Graham-Paige and Briggs Accounts

The Graham-Paige Motors Corporation, Detroit, has appointed the United States Advertising Corporation, Toledo, to handle its account. This agency has also obtained the advertising account of the Briggs Manufacturing Company, Detroit, which is marketing a line of drawn iron plumbing fixtures.

The agency is opening a Detroit office. Henry Koch, formerly vice-president of the Maxon and George Harrison Phelps agencies, will be located in the Detroit office as will be Leonard M. Keating, formerly with the McGraw-Hill Publishing Company.

The agency also has opened an office in Baltimore.

H. E. Wheeler, Treasurer, N. W. Ayer

H. Eugene Wheeler, who started in the advertising business with N. W. Ayer & Son, Inc., as an errand boy thirty-seven years ago, has been elected treasurer. He has been manager of the accounting department for a number of years. He has been secretary since 1929 when the Ayer firm name was changed from a partnership to a corporation and will continue in that capacity. In assuming the treasurership, Mr. Wheeler relieves Adam Kessler, Jr.

Feeley Starts New Business

Robert S. Feeley has withdrawn from advertising agency work and organized a sales promotion service under his own name, with offices in the Chrysler Building, New York. He was formerly executive vice-president and art director of Soule, Feeley & Richmond, Inc., agency. Gustin O. Gooding, previously associated with Mr. Feeley in agency work and more recently advertising manager of the Oakland Chemical Company, is a member of the new service.

Durkee Account to Federal

Durkee Famous Foods, Inc., Elmhurst, N. Y., Dunham's cocoanut and Durkee's salad dressings, mayonnaise, sauces, condiments and spices, has appointed the Federal Advertising Agency, Inc., New York, to handle its advertising account.

Now for Trained Buying!

Something for Both Critics and Defenders of Advertising and Merchandising to Think About

By Harry Merrill Hitchcock

IT takes two to make a quarrel. It also takes two to make a sale. Much of what has lately been spoken and written, both favorably and unfavorably, about selling—especially that form of mass salesmanship known as advertising—seems to have overlooked that rather elementary fact.

When worthy folk grow vociferous, as worthy folk sometimes seem a trifle prone to do in either denunciation or defense of such large and involved phenomena as advertising, it's frequently helpful to go back to the beginning, before things got so complicated. And where is the beginning of the technique of advertising and selling to be found? Obviously, in an attempt by somebody to make a sale. And what may a sale be?

A sale is a business transaction between two people, by which both parties, they have reason to believe, will benefit. These two people may meet across a desk, a counter or a door-mat. They may not even meet at all in the flesh; one of them may be a woman sitting alone in her own home, making up her mind to do or not to do what the other, who speaks to her through the advertisement she is reading, suggests.

But two people there must always be. And the job of getting together and deciding whether or not it will be of mutual benefit for them to do business, belongs

equally to them both. Neither of them should rightly be asked or permitted either to claim all the credit or shoulder all the blame, whenever either credit or blame is due for the results they have managed jointly to achieve.

Nobody seems seriously to dispute the frequent existence of considerable room for improvement in those results. In fact, the present widespread and vehement dissatisfaction with them is one of the most hopeful symptoms in today's business situation. Nearly everybody is realizing that far too many sales have been and even yet are being made that should not have been made, while at the same time many that should have been made are being missed; and even when sales are made that stand up, there is a general feeling that they need not have cost so much—in money, time and trouble—to make.

But why are all the denunciations, objurgations and exhortations to repentance and reform hurled at the devoted head of only one of the two persons responsible? Why is it assumed that the fault lies always and wholly with advertisements and sales talks that were either too persuasive or not persuasive enough? Why no inquiries into the quality of the co-operation, or lack of co-operation, met with on the other side of the counter? Does anybody ever give any thought at all, any more, to the possibility that one way to bring about better selling is to develop better buying?

It is, to be sure, no more than human to enjoy the completeness with which, in all these wails over

the wickedness of the advertisers and other "high-pressure" artists—not forgetting the sinister "investment bankers"—who lured our money out of our helpless pockets, the joke is on the salesman. ("Salesman" of course including all those who do their selling by the printed page.) For back in the dear dead days beyond recall, who more blithe than he to accept all the credit for what were then considered the glorious results? And who now feels more abused at being asked to shoulder all the blame?

Two Questions That Should Be Helpful

But that isn't the point. What we need now is to find out how to do better next time. And when you consider things from that point of view, here are a few questions that will rise up to smack you helpfully in the eye:

Why are there in this country today at least ten (and perhaps a hundred) schools and training courses to teach you how to *sell*, for every one that will undertake to teach you how to *buy*?

Why do the very corporations which devote immense care and pains to the systematic training of their salesmen, so often rely upon untrained or at best self-trained purchasing men to deal with the trained salesmen of other companies?

This country teems with books and study courses and correspondence courses and night-school courses to teach you how to *write* advertising. Where are the courses to teach us how to *read* it—and not just how to refuse to read it, or to read it in complete and stubborn disbelief, but how, in reading it, intelligently and efficiently to sift the wheat from the chaff, and make the best use of the wheat when winnowed?

These questions are not asked in the slightest degree in disparagement of the admirable efforts toward systematic training in purchasing that are being made here and there—by the Harvard School of Business Administration, for example, and at New York University, and by a very few big

private corporations. Nor are they asked in disparagement of the value of the training (largely individual and unsystematic though it seems to be) that the juniors receive in the purchasing departments of most companies large enough to require and maintain good-sized purchasing staffs.

They are asked, if you like, in wonderment at the amazingly small number of such efforts; at the tiny figure to which they all add up today in the total of American business; at the apparent circumstance that in this year of somewhat qualified grace 1934, in the midst of the mess in which years of bad buying—unskilled, reckless, blindly credulous buying—as much as any other one thing landed us, most people still seem to believe the way to better things is to be found in denouncing the salesman.

But after all, the reformation and education of all us millions of consumer-buyers is a rather extensive subject to be disposed of in one article—even one **PRINTERS' INK** article. (Not to mention certain purchases made by the present writer, back around '28, which he had just as soon not have brought up in this connection.)

How Do Big Corporations Handle the Problem?

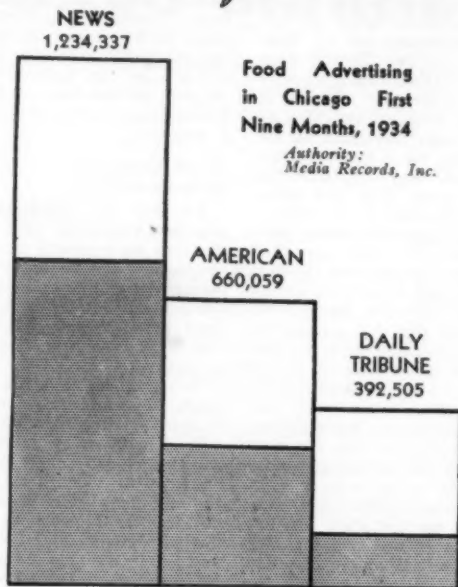
The real question is: where can we make a start toward better things? And one possibility lies in the exploration of the field of industrial buying. How do the big corporations—those that are generally considered to have especially efficient purchasing departments and methods—handle this half of the job? What are the basic principles which guide them in it? How can these principles be more widely made known and cultivated—perhaps even to the extent of applying some of them to the problem of the individual consumer?

Acting on this idea, the writer has lately been spending such time as he could spare from his own regular work in interviewing the heads of the purchasing departments of various big and well-managed corporations; putting the whole problem before them and

TH

GEOR
NEW

FOOD Advertisers Value *Home Coverage in Chicago



The shaded areas indicate the advertising of local grocers. Naturally the general advertiser builds his largest market on the strongest retail foundation offered by any newspaper. Home coverage, a vital necessity to the local food advertiser, is just as essential to profits for the food manufacturer.

*The Chicago Daily News has 58% home coverage of the 407,844 families of Chicago who pay \$34.00 or more rent—and who constitute more than two-thirds of Chicago's buying power. The second daily paper's coverage is 40%.

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives,
NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

carefully noting their views. What follows is a report of what has been learned thereby.

It may be as well, however, before going into detailed quotations, to dispose of one principle which bulks very large in the purchasing policies of big corporations, progressively less in those of smaller organizations, and becomes practically non-existent when we get into the purchasing job of Mrs. Ultimate Consumer. That is what is euphemistically called the principle of "reciprocity," which if not properly handled can provide bigger and better and more numerous headaches for both the industrial salesman and the industrial purchasing agent than any other single thing in their days' work.

More than one experienced purchasing executive tells me that teaching his juniors the proper handling of the reciprocity problem, either way—the meeting of the salesman's plea, "You ought to buy from us because we buy from you," or the times when it is not only proper, but definitely useful to say "We'll buy from you if you will at least give us a fairer chance at your own business than you have been doing,"—is the last and most difficult stage in the training of a real purchasing agent. But this, after all, is not the place for discussion of this real and big element in all efforts of big corporations to do business together to their mutual profit.

Should Training Begin in the Storeroom?

The first question, naturally, is "where should purchasing training start?" And to this W. C. Bower, vice-president in charge of purchases and stores of the New York Central Railroad, replies that he is at least strongly inclined to favor the storeroom.

"Knowledge of materials is the elementary but indispensable foundation," says Mr. Bower. "It's only the beginning—after knowledge of materials comes knowledge of men, and knowledge of your own organization so that you know what the materials are used for. But I cannot conceive of really efficient pur-

chasing being done by a man whose only experience has been with the paper work of the department, to whom angle-irons and stay-bolts are just names on requisitions and invoices."

Several other men whom I interviewed chimed in at once with Mr. Bower; some companies, it seems, make it almost an invariable rule that a purchasing agent's career starts in the storeroom, where he can see and handle the things he will one day buy, watch them move out into use and learn at first-hand just what an inventory is and what it means.

Found Years as a Salesman Helpful

But one old acquaintance and sometime co-worker of the writer, who has since moved up from the purchasing agent's to the general manager's chair, once expressed the opinion that his most valuable asset in purchasing was the fact that he had spent several years as a salesman.

"It has given me a head start in every sales interview," he put it. "I can get together on common ground with every salesman that comes into this office, the minute he opens the door. That means we can find out whether or not we can do business in half the time it might otherwise take. I don't know any better training for a purchasing agent than a few years spent as a salesman."

And J. W. Haslam of the Babcock & Wilcox Company has still another highly suggestive viewpoint.

"I would distinguish at once," says he, "between the mere purchasing agent and what I would call the procurement officer—the man who has, in everything he does, the viewpoint of the needs of his company; who is constantly thinking and planning ahead, not merely to fill requisitions at the lowest price, but to serve his organization in every way he can by anticipating future needs, by keeping himself fully abreast of engineering developments which constantly affect his work; by thinking always of himself, in short, not

A \$16,000,000 DRUG MARKET



☆ The Indiana Gross Income Tax reports of nearly 1,000 retail drug stores in the Indianapolis Radius for the last eight months of 1933 indicate an annual business volume of more than \$16,000,000.

For drug advertisers in search of profitable sales areas, this fact offers ample proof that the great central Indiana market is decidedly worth intensive selling effort.

Sell it NOW—through the one newspaper that can do the job profitably and economically ALONE—The Indianapolis News.

Average Circulation
First 9 Months 1934

145,026

97% Home-Delivered


THE INDIANAPOLIS NEWS

• SELLS THE INDIANAPOLIS RADIUS •

New York
Dan A. Carroll, 110 E. 42nd St.

Chicago
J. E. Lutz, 180 N. Michigan Ave.





THERE were more copies of The News in use
this morning in New York City...
than there will be radio sets in use tonight!

THE  NEWS, *New York's Picture Newspaper*

**LOS ANGELES
DEPARTMENT
STORES USE**

MORE SPACE

**IN THE
LOS ANGELES TIMES
THAN IN
ANY OTHER
LOS ANGELES
NEWSPAPER**

(Taking the morning field by itself, The Times during the period January 1 to September 30, 1934, led the second morning and Sunday paper by nearly a million lines of department store advertising.)

LOS ANGELES TIMES

Williams, Lawrence & Cresmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Cal.

as a man whose job is to buy things, but as a member of an organization to whose success, if he does his work properly, he can contribute as much as the sales or any other department."

It is this attitude of mind, consequently, that Mr. Haslam seeks to implant, at the very outset, in every new youngster he takes into his department; and the place to do this, he naturally feels, is not out in the storerooms; but under his own eye.

Naturally Mr. Haslam is outspoken in his scorn for what might be called the "badger" type of purchasing agent—the man who metaphorically crawls into his hole and defies any salesman to sell him anything; who takes every sales call as a personal challenge. But most of the men interviewed feel that this type of buyer is passing out of the picture. Perhaps America's army of salesmen would have a different opinion as to that.

One of the striking omissions, however, in the entire range of these interviews, was the matter of systematic training in the actual business of the interview—how to deal courteously but effectively with all the different types of salesmen (especially, perhaps, the inefficient one!) in order to get to the right answer without wasting time.

Bearing in mind the great emphasis put on this part of the job in practically all salesmen's training courses, it was a bit startling to have man after man admit that, although they personally felt they had learned the art of working with salesmen so as to reach the right decision in the most direct and efficient way, nobody had ever

given them any instruction or even so much as deliberate counsel in the art—they had worked out the technique for themselves.

Once the point was made, they all freely admitted its importance. Mr. Bower, for example, thinks that a correspondence course, perhaps supplemented by local meetings at which study could be aided by round-table discussion, and sponsored, perhaps, by the National Association of Purchasing Agents, might be of immense value. Such a course would not attempt to cover the immensely varied field of materials and specifications, which are of course different for almost every company, but would actually be complementary in plan and objective to the best modern training courses for salesmen.

Just as, for example, the best sales training courses include treatment of the place of advertising in sales policy, and how the salesman can most effectively use the company's advertising in his work; such a purchasing training course should have a presentation of advertising from the buyer's point of view—its place in the work of a purchasing department; how to read and analyze it and use it effectively.

But the great and far-reaching value of a really practical course in the art of buying—a value which might well some day reach far out into the consumers' field—will best be realized if it, like the best sales training courses, recognizes from first to last the vital importance of the actual sales interview; if it helps us to approach that millennium when America's business will be done by trained salesmen working with trained buyers.

Paint Account to Ayer

The paint division of the Pittsburgh Plate Glass Company, Milwaukee, has placed its advertising account with N. W. Ayer & Son, Inc., for the advertising of Pittsburgh paint products.

• • •

Joins "Woman's Home Companion"

Eugene B. Peirsel, formerly with *Cosmopolitan* and *Harper's Bazaar*, has joined the Western advertising staff at Chicago of the *Woman's Home Companion*.

Has Worcester Salt Account

The Worcester Salt Company, New York, has appointed the Charles W. Hoyt Company, Inc., of that city, to direct the advertising of Worcester salt, Ivory salt, Worcester iodized salt and Worcester salt toothpaste.

• • •

Crowell Appoints Motley

Arthur H. Motley has been appointed manager of the Detroit office of the Crowell Publishing Company. He previously was with the Detroit sales staff of *Collier's*.

Shoe Sales Stimulator

A COMPLETE shoe wardrobe, with nineteen different styles on one last, named the "Dunbar," is a merchandising idea developed by Johnston & Murphy, shoe manufacturers. Its sales stimulating possibilities lie in the fact that a purchaser, having found the most comfortable size and width through the purchase of one type of these Dunbar shoes can automatically order sport shoes, formal patent leathers, town shoes and other types on the same last. In other words it brings the "custom" shoe idea within the price reach of the average individual.

As a display idea, the entire wardrobe has been assembled in one shoe trunk, as illustrated. While, of course, it is not expected that many purchasers will buy the trunk and the whole set of shoes, the idea serves as a dramatization of the suggestion that by gradual purchases a man can build a satisfactory and complete shoe wardrobe.

At present the wardrobe is being featured by Boyd's, of St. Louis, which is advertising the models



and suggesting them as Christmas gifts. This is in the nature of a test campaign with the holiday season an opportune time to test the merit of the plan.

New Comic Magazine

A new comic magazine will make its appearance on November 24, according to the Hearst Newspapers. It will be known as *Comic Pictorial* and will consist of sixteen tabloid-size pages, printed in four colors. Popeye the Sailor, Buck Rogers, Polly and Her Pals and other characters will appear in its pages.

Comic Pictorial will be published every Saturday and distributed with the New York *Evening Journal* and the Chicago *Evening American*. It will be represented by the Rodney E. Boone Organization.

Mr. Boone announces the placing of David N. Laux as head of a new department to handle this medium. He formerly was with the Hearst Comic Weekly.

With New York "Times"

Douglas Cleveland, former sales manager of the Cue Bag Advertising Service, has joined the New York office of the New York Times Magazine. Previously he had been for eight years on the Eastern staff of *Cosmopolitan* and during 1933 acted as Eastern manager for the World's Fair Publications.

Phelps in Investment Field

George Harrison Phelps has become a general partner of Fenner & Beane, New York, international investment house. He will make his headquarters at Miami Beach, Fla., where he has been a winter resident for many years and will be active in the administration of the firm's affairs both in Florida and New York. Mr. Phelps was advertising director of Dodge Brothers for many years before forming his own advertising agency in 1921. In 1930, he sold his agency and retired, although he has continued active in international public relations affairs since that time.

Jelalian in New York

Ira Newton Jealilian has been made Eastern sales manager of the Johnstone Electric Company, Chicago, Electrolytic etching machines, supplies and other machines for printers. Mr. Jealilian, who has been in advertising agency work in New England for many years, will make his headquarters at New York. His previous connections include Wood, Putnam & Wood, The Kenyon Company and the Larchar-Horton Company.

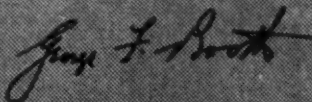
NET PAID CIRCULATION STILL GROWS

ACCORDING to law daily newspapers are required to make a sworn statement in October of their net paid sale for the twelve months ending September 30.

That statement shows that the average net paid daily circulation of the Telegram-Gazette for the year ending September 30, 1934, is

106,309

copies. This is the highest net paid sale ever reached for any corresponding period in the history of the Telegram-Gazette.



Publisher.

THE rich and stable Worcester Market (population 433,287 within an average 18-mile radius) is effectively cultivated through The Telegram-Gazette ALONE.

TOTAL AVERAGE NET PAID DAILY CIRCULATION
MORE THAN 100,000 FOR OVER 7 YEARS

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

To Popularize Hearing Aid

Sonotone Corporation Starts Heavy Campaign in Magazines and Newspapers

FULL-PAGE copy which the Sonotone Corporation has scheduled for national publications this week and next week is expected to mark the emergence of the hearing aid industry into a program of

ion note, playing up the fact that Sonotone can, if desired, be worn as an ornamental accessory. Women have their choice of it ornamented with a cameo, monogram or other decoration. The whole assembly comes in an attractive jewel case.

In addition to magazine advertising, newspaper copy will be used in New York, Boston, Chicago, San Francisco and Los Angeles, cities in which the company has branch offices. The company will co-operate with dealers in tying up with its national advertising. Anticipations are that such dealer advertising will appear in the papers of fifty cities.

The company incidentally, is a depression-born business which has grown steadily. Territories have been assigned to district dealers. The sales force in 1932 numbered sixty-eight men. The number today is well over 600.

Magazine copy carries coupon requests for a booklet, "The Open Door to Better Hearing." This, as the title suggests, does not sell the product so much as it does satisfactory hearing—either for the prospect's social advantage or to help him hold his job. With the booklet goes a courtesy card which carries the name of the nearest dealer. Addresses from coupon requests are sent the dealers for follow-up.

A new field also is being opened up by the company with the promotion of group hearing equipment, vacuum tube sets which operate on regular house current. These sets are being sold to schools and theaters and also to Catholic churches, for installation in confessionals.

The company now has a trailer in field operation. Employed in the neighborhood of a theater which has group equipment, it makes possible a demonstration of the facilities available to patrons.

**Today—for millions who are
HARD OF HEARING...**

Life begins anew



THE NEW SONOTONE

SONOTONE CORPORATION, 1000 LEXINGTON AVENUE, NEW YORK 17, N. Y.

greater advertising activity. To those who may wonder about the possibilities of so specialized a product as a hearing device, it is pointed out that there is a market of over 5,000,000 people deafened enough to require such aid.

This particular company, which started in business in 1930, had a sales volume of \$160,000 in 1932. Today its volume is hovering around the million-dollar mark. It is now announcing an improved model.

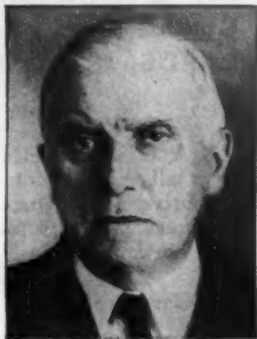
Heretofore the company has been up against the same problem as was the optical industry ten years ago. People, whether they wear glasses or hearing devices, dislike to be made conspicuous. They do not want attention called to their handicap. The new Sonotone is designed to overcome this objection. It is half the size of former models. This makes it possible for advertising to feature the fash-

Forty-Eight Baltimore Sun Carriers Have Been On Job Ten Years or More

Delivering The Sunpapers to the homes of Baltimore has always been regarded as a man's job. Holders of the franchises for the 146 Sunpaper routes of the city and suburbs are business men who devote all their time to this work.

The dependability of Sunpaper Carrier Service and the way the individual Carrier looks upon his occupation are illustrated by the fact that 48 Carriers—roughly, one out of every three—have been delivering Sunpapers continuously for ten years or more.

Some of these men have served for fifteen or twenty years or longer. Four have put in more than 30 years, and one, Francis J. Wolf, has been a Sunpaper Carrier since April 21, 1897.



FRANCIS J. WOLF
He has served The Baltimore Sun continuously for 37 years.

So efficient is Sunpaper Carrier Service, there are hundreds of blocks in Baltimore and suburbs where every occupied house is served Sunpapers. In many hundred more blocks Sunpapers are delivered to all but one or two houses.

And coverage such as this emphasizes what most advertisers already know: Baltimoreans are most readily reached through the columns of The Sunpapers—morning, evening, Sunday.

The SUNPAPERS in SEPTEMBER DAILY (M & E) 276,816

A Gain of 9,352 Over September, 1933

THE
MORNING


EVENING

SUN
SUNDAY

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Detroit: Jos. R. Scolaro

St. Louis: C. A. Cour

Atlanta: Garner & Grant

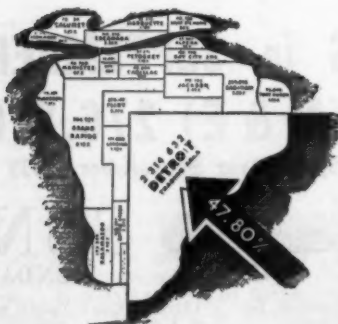
Another Record for Detroit!

AN ENTIRE INDUSTRY LEADS LIKE A CHAMPION . . . AS DETROIT NEWS ALSO LEADS ALL COMPETITION!

AS A CHAMPION trained to overcome all obstacles, to beat all competition, the automotive industry, by its own initiative and vigor, led the whole country in a revival of business. Detroit manufacturers would not . . . could not! . . . be beaten!

Cars built to be world-beaters, in design, speed, durability, are typical of Detroit. The spirit behind their performance has made the industry a world's champion. But not only cars! This city of rich and varied activities produces champions all along the line!

One of its great leaders is The Detroit News—also a world-beater in many respects. Always an odds-on-favorite to win in this great Fourth Market of America, it has taken its place consistently high among champions for twenty



The Detroit News has better than 84% of its Sunday and 94% of its week-day circulation concentrated in the Detroit Trading Area where the better the district, the better The News covers it. It has the largest circulation in this area of any Detroit newspaper!

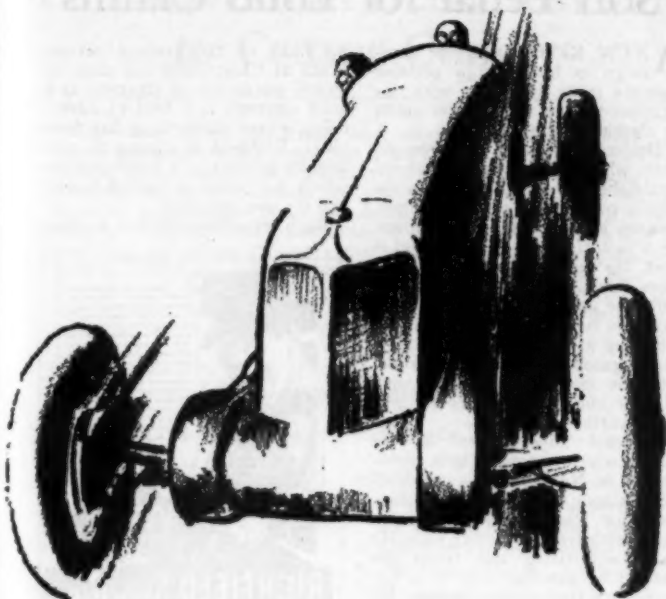
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I. A. K



years. Out of the thousands of American dailies, this year it takes fourth place in total advertising lineage!

Fourth in America. AND FIRST IN AMERICA'S FOURTH MARKET.

The reason for The News' position is that it performs like a champion. Consistent! Alert! Strongest on the **HOME STRETCH!**

The News always goes direct to its objective—the **HOMES OF DETROIT**. It is not interested in the courses far afield. It wastes little time on scattered street sales. Its circulation is timed to the day of issue. **EVERY COPY IS AIMED AT THE HOME!**

The Detroit News

THE HOME NEWSPAPER

New York

I. A. KLEIN, Inc., 30 E. 42nd St.

Chicago

J. E. LUTZ, 180 No. Michigan

Soft Pedal for Loud Claims

A NEW Richfield gasoline campaign is based on a premise that the public is fed up with exaggerated claim and counter claim of clashing argument.

Dealers, especially the independents who handle several brands of established products, must view highly competitive copy with their tongues in their cheeks. Questioned by a motorist as to which brand is best, the service man probably replies that all the brands which he sells are good gasolines. Richfield takes its cue from this attitude and plays up its hi-octane product as a good gasoline which they would like the motorist to try and find out for himself if it does not give him satisfaction.

In each advertisement of the series, which is appearing in newspapers in New England and Middle Atlantic territory, the spokesman for Richfield is a character representative of a service man. He talks advertising and treats the subject of gasoline copy in a humorous, matter-of-fact manner. He sympathizes with the company that makes a fine gasoline and that was "doing swell till it fell for one of those high-pressure, hot-and-bothered advertising campaigns. Then it pumped the dictionary dry and sales started slipping at the pumps."

The campaign also proceeds on the assumption that the public is not deeply interested in highly technical discourses which are over

the head of the average person. Much as Chesterfield has done by quietly advancing its cigarette as a good cigarette in a field of advertising where competition has been bitter, Richfield is content to present its product as a good gasoline which the public is invited to buy and try out for itself.

Each advertisement has a space



provided for insertion of announcements of local stations which carry the company's radio broadcast. Commercial credits in the radio advertising takes the same general slant as that being featured in its printed promotion.

Federal Adds Henderson

M. L. Henderson has been added to the staff of the Federal Advertising Agency, Inc., New York, as a copy writer. He formerly worked with The Blackman Company, New York, and Lavin and Company, Boston, both advertising agencies.

Capelle with F & S & R

Oliver Capelle has joined the Cleveland staff of Fuller & Smith & Ross, Inc. He was formerly advertising manager of the Electric Vacuum Cleaner Company and, more recently, was connected with the Perfection Stove Company.

Hamann Joins Valentine

William P. Hamann has joined Valentine & Company, New York, makers of Valspar. He will do special merchandising work in connection with the Federal Housing Act. Mr. Hamann, for five years was with *Business Week*, representing that publication in New England.

Heads American Airlines

C. R. Smith has been elected president of the American Airlines, Inc., Chicago, succeeding Lester D. Seymour, who has resigned. Mr. Smith, who has been with the company for seven years, was vice-president in charge of the Southern division.

This Advertiser Demands Czar to Censor Copy

The name of the gentleman who wrote the appended torrid article about advertising censorship is not George Scholefield. For reasons of his own, which seem to PRINTERS' INK to be amply sufficient, he wants to remain anonymous in this instance. He is, however, a prominent figure in advertising who knows his way around. PRINTERS' INK doesn't care much for his suggestion that periodical publishers appoint a czar and thus start the program looking toward the eventual purification of advertising. But Mr. Scholefield, as he wishes to be called, certainly presents a vivid picture of the need for doing *something*. Most of the things he relates are so true that they hurt.

By George Scholefield

SPLENDID articles, those by Messrs. Haase and Digges* and West.** This subject of what to do about advertising copy deserves much more serious attention than it is getting. The Seventy-fourth Congress is due to open soon, and if you think it's going to be composed of builder-uppers of business or even let-aloners, you are sadly mistaken. We are going to have some legislation proposed which will turn the graying hair of advertising white overnight. That's not calamity-howling, that's common sense.

Let us agree, for the sake of argument, that something in the way of censorship must be done. There are a couple of conceptions we must first get rid of if anything is to be accomplished.

I don't believe that all advertisers want to help censor advertising. Of course they should want to and,

undoubtedly, the majority do, but to make censorship effective, if the advertisers are going to do it, you have to have 100 per cent or none.

We have an example of a group of advertisers trying to censor copy in the committee set up by the Proprietary Association. This committee shows a most worthy spirit and I should be the last one to question for an instant the idealism and integrity of Lee Bristol, William Preyer or William Groom. Nor should I question the integrity or standing of Dr. Gardner. Yet, frankly, I don't think Dr. Gardner or his committee is going to be able to get anywhere.

How much this committee has accomplished I do not know, but I do know that it has frankly very little power to back up its decisions. There will always be renegades who do not want to belong to the Proprietary Association and these are the ones in that field who are doing the most damage. There is, so far as I know, no way of curbing them. You can try moral suasion, but you can't use moral suasion on a mad dog.

I was interested in sitting in the New York Advertising Club and listening to Dr. Gardner answer

* "How Media Owners Can Curb False Advertising," by Albert E. Haase and I. W. Digges, PRINTERS' INK, September 27, 1934, page 7.

** "How Advertisers Can Help Censor Advertising," by Paul B. West, PRINTERS' INK, October 4, 1934, page 17.

questions on the plan of the Proprietary Association. If you were there, you will probably remember that one question which was *not* answered was "What are you going to do in the case of inter-industry fights?" At that same meeting a representative of one of the largest newspapers in the United States kept persistently inquiring, "Just what do you want us (i.e., those who run the media) to do when you disapprove of someone's copy? Do you want us to refuse to run it?" That question, too, was skipped. I had hoped that committee or Dr. Gardner would answer, "Yes, that is exactly what we want you to do—refuse to run it." I think I can see why the committee didn't want to say that. There are too many entanglements.

Not Confined to Patent Medicine Field

You see, the trouble lies not only with manufacturers of proprietary medicines. Those of you who were not touched or thought you would not be touched by the Tugwell Bill of beloved memory have shown too much of a tendency to say, in effect, that "all crooked advertising, all misleading advertising, all that is bad in advertising is done by the manufacturers of patent medicines and cosmetics." This is far from the truth.

Of course, a few cancer cures have stood out like a sore thumb, and the advertising given worthless products by the worthy Food and Drugs Administration's Chamber of Horrors has served to focus the spotlight on patent medicines and to some extent on foods. But, even if we were dealing solely with false and misleading advertising, there exists quite as much in the advertising of other commodities as there does in the lines which are most damned.

However, what we are concerned with is much larger than the elimination of crooked advertising and crooked products. We are concerned with the credence given advertising *in toto* by the consumer. We are concerned with the believability of advertising. We are concerned with a possible destruction

of this powerful selling tool by the rash and thoughtless themes of the few.

Now let's take a look at this matter of committees. I never saw one do anything yet. It seems to me we did have a committee to review advertising copy—a Joint Committee—in which participated advertisers, agents and medium owners. What-ever did become of it?

In the first place, you can't get a committee together. So-and-so has a sales meeting. Whosis is out of town. What's-his-name doesn't want to get mixed up in any argument with the prisoner before the bar. A meeting is held at which a few of the committee are present. An Executive Committee of the committee is then formed. The Executive Committee of the committee then holds a meeting at which a few are present. Then another meeting of the whole committee is held, at which the Executive Committee presents its report. Then the minutes of the various meetings are sent out for the consideration of the rest of the committee who have been busily dodging the issue. By this time, the campaign in question is going nicely, thank you, and by the time the committee reaches the decision to start to negotiate and use moral suasion on the advertiser in question, the particular theme complained of has been worn out anyway. No, gents, it won't work.

Co-operation Is Swell— If You Get It

You can talk about co-operation all you wish. Co-operation is swell, if, as and when you get it and, if, as and when it works. Personally, I don't think the newspapers will ever co-operate with anybody, not even with each other. In order to make co-operation in a case of this kind effective, you have got to have everybody in.

Now what about the clauses concerning false and misleading advertising inserted in NRA codes? Surely these clauses, after the codes have been approved, have the force of law. Don't let's kid ourselves. Those clauses when they do occur are a joke and a bad joke at

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Announcing

THE APPOINTMENT

OF

MR. ROBERT R. HARKNESS

AS

WESTERN
ADVERTISING MANAGER

OF

WOMAN'S HOME COMPANION

THE

CROWELL PUBLISHING COMPANY

J. A. WELCH, Advertising Director

250 PARK AVENUE

NEW YORK

that. The gentlemen who labored mightily to draw them up may have done so honestly and with a real desire to help the industry. But you can drive a horse and wagon through the holes in half of them and the other half are absolutely unenforceable. What are some of them? Picking one at random, the Code of Fair Competition for the Carbon Dioxide Industry carries this illuminating section:

To falsely or misleadingly advertise, label or brand any solid carbon dioxide or container of carbon dioxide, shall be an unfair trade practice.

They get harder as you go along. The code for the Retail Tobacco Trade states in part:

The making or causing or permitting to be made or published of any false, untrue or deceptive statement by way of advertising or otherwise concerning the grade, quality, quantity, substance, character, nature, origin, size or preparation of any product of the trade, having the tendency or capacity to mislead or deceive purchasers or prospective purchasers and the tendency injuriously to affect the business of competitors, is prohibited as an unfair method of competition.

The code of the Musical Merchandise Manufacturing Industry says:

No member of the industry shall use advertising or selling methods or credit terms which tend to deceive or mislead the customer or prospective customer. . . . No member of the industry shall brand or mark or pack any goods in any manner which is intended to or does deceive or mislead purchasers with respect to the brand, grade, quality, quantity, origin, size, substance, character, nature, finish, material, content, or preparation of such goods.

A favorite method of wording is that used in the code of the Cocoa and Chocolate Manufacturing Industry. It appears in many other codes, such as that for malt products and reads:

No member of the industry shall

publish advertising (whether printed, radio, display, or of any other nature) which is misleading or inaccurate in any material particular, nor shall any member in any way misrepresent any goods (including but without limitation of its use, trade-mark, grade quality, quantity, origin, size, substance, character, nature, finish, material, content, or preparation) or credit terms, values, policies, services or the nature and form of the business conducted.

The provision in the code of Plumbing Fixtures Industry on this point is a little harder:

The making or causing or knowingly permitting to be made or published any false, materially inaccurate, or deceptive statement by the way of advertisement or otherwise, whether concerning the grade, quality, quantity, substance, character, nature, origin, size, finish, or preparation of any product of the industries or the credit terms, values, policies or services of any number of the industries or otherwise, having a tendency or capacity to mislead or deceive customers or prospective customers (constitutes an unfair method of competition for members of the industry and is prohibited).

And finally, we come to the provision in the code for the Marble Quarrying and Finishing Industry which declares prohibited:

The making or causing or permitting to be made or published any false, untrue or deceptive statement by way of advertisement or otherwise, concerning the grade, quality, quantity, substance, character, nature, origin, size or preparation of any product of the industry having a tendency and capacity to mislead or deceive customers, purchasers or prospective purchasers, or the tendency to injuriously affect the business of competitors.

There is one for the book. They put in everything but the kitchen sink. If there is anything left out, I wouldn't be knowing what it was. Try and live up to it.

But what, when you get right down to it, do they amount to? Are the numerous and expensive

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In OKLAHOMA

	Rural Route Subscribers in Oklahoma	Advertising Rate
The Largest Farmers' Paper	84,688	
The Weekly Kansas City Star	78,317	
Largest Farmers' Paper's Excess	6,371	8%
The Largest Farmers' Paper		\$1.25 per line
The Weekly Kansas City Star65 per line
Weekly Star Saving60 per line
Differential in favor of The Weekly Kansas City Star		48%
		40%

To Advertise and Advertising

The cordial reception you have given our representatives—and the orders you have already placed with us—are evidence of the confidence you have in the new magazine and publishers behind **THIS WEEK**. Such trust merits more than a re-stating of our policy:

"**THIS WEEK** will be a live weekly magazine of intense reader interest, containing only the foremost fiction, articles and illustrations—comparable to the best of the day."

Asstes

ATLANTA JOURNAL
BALTIMORE SUN
BIRMINGHAM NEWS
BOSTON HERALD
BUFFALO TIMES

CHICAGO DAILY NEWS
CINCINNATI ENQUIRER
CLEVELAND PLAIN DEALER
DALLAS NEWS
DETROIT NEWS

This Week A popular

*Distributed with the Sunday edition except in the Chicago Daily News Saturday edition. FIRST JANUARY 24, 1934

Advertisers Advertising Agents

presentest in magazine publishing.”
d with We are certain that you will be proud to be repre-
the new nted in its pages. **THIS WEEK*** will be worthy of
K. Su e names and reputations of the twenty-one news-
policy: pters that sponsor it. We pledge you this in acknowl-
ine of i gment of your confidence in us.

remost **UNITED NEWSPAPERS Magazine Corporation**
le to t LEXINGTON AVE., NEW YORK, N. Y. 360 N. MICHIGAN AVE., CHICAGO, ILL.
GENERAL MOTORS BLDG., DETROIT, MICH.

Asses:

DIANAPOLIS STAR
MPHIS COMMERCIAL APPEAL
LWAUKEE JOURNAL
NNEAPOLIS JOURNAL
W ORLEANS ITEM-TRIBUNE

NEW YORK HERALD TRIBUNE
OMAHA WORLD-HERALD
PHILADELPHIA RECORD
PITTSBURGH PRESS
ST. LOUIS GLOBE-DEMOCRAT
WASHINGTON STAR

A powerful sales force in America's "A" Market

dition. FIRST MARY 24, 1935.

code authorities doing anything to enforce them? And what about those industries which do not have codes, or, if they do, have no Fair Trade Practices listed therein?

Let's call a spade a spade. Some of the most terrible advertising from the point of view of believability and some of the most damaging from the standpoint of the effect it has on the consumer's viewpoint of *all* advertising is done by the cigarette companies. Is there anything in the cigarette code, if there is a cigarette code, which would tend to curb this sort of thing? If so, is that particular Fair Trade Practice enforced? One would not gather as much from the copy we see.

Yet, the consumer—your customer and mine—sees a lot of cigarette copy. The tobacco companies are big spenders. It is tough for any publisher to have to tell them he won't accept their copy. I am not condemning *all* tobacco advertising. That would be silly. But it wouldn't be half as silly as a lot of the copy they *are* running.

To carry it further, do you suppose any committee consisting of advertisers and agents and publishers could tell any one of the tobacco companies what they should run and what they should not? I'd hate to serve on such a committee.

This Copy Is Great Help to Chase and Schlink

Then what about that oil company whose copy seems to consist of casting ridicule upon the claims of all its competitors? I don't know whether it sells that company's oil and gasoline or not, but I do know that it is a great help to Messrs. Chase and Schlink and those other vociferous representatives of the consumer who are only too anxious to blaze away at advertising.

It would seem, therefore, to be strictly up to the media to undertake this job of censorship. They won't get together and do it; they have never gotten together to do anything. There may be some chance of getting the broadcasters together. They ought to, for it was only the other day that a Mr.

Armstrong Perry, Director of the Service Bureau of the National Committee on Education by Radio, appeared before the Federal Communications Commission and advocated, according to the public press, censorship of radio advertising "to protect the public from fraud."

Perhaps the best hope lies in the better periodicals. It should not be such a hard job for them to get together and appoint a man. Don't call him a czar if you don't like that word—what difference does it make what you call him? But don't have a committee to review his findings, such a committee to consist of parties who cannot but be selfishly interested. Don't appoint a committee composed, as the representative of one publication recently is quoted as advocating, of a dietitian, a psychologist, a physician, a chemist and "advertising experts."

Pay Him Plenty and Leave Him Alone

This job is a job for someone who knows and understands what advertising is supposed to do. Appoint *one man* whom advertising as a whole respects. Pay him plenty and let him alone. Of course, he would have to have a staff, competent legal talent, laboratory aides, etc., but in Allah's name, don't hang a committee around his neck. You might as well chuck the whole business if you do that.

Advertising cannot afford to bluff any more. Nothing could be more fatal than to appoint a committee with a high-sounding title and then to have it flop. The time is much too short to make mistakes. Don't furnish ammunition for those outside of advertising who wish to tear down the structure, by launching a plan which dies of pernicious anemia. It is a time for bold strokes, but the strokes have got to be sure.

As has been so rightly stated, the medium is the neck of the bottle. Let the men who control the neck handle the matter without any "co-operation" from advertisers or agents. They won't lose any linage thereby. If they wait for the advertisers to ask them vocally

to tackle this censorship job, they are going to wait a long, long time. But many an advertiser is really asking them under his breath right now.

There is no time for pussyfooting, weasling or any other of the beloved dodges of that most un-

co-operative animal, the American business man. This job has got to be done in a hurry. It has got to be done by the owners of media. Advertisers cannot do it, agents cannot do it, and no one except the most rabid New Dealers wants the Government to do it.

Too Much Limelight

WHILE there are wholesome lessons to be learned from sound criticism, advertising has been made to suffer unjustly through the attacks directed against it as a whole because of unscrupulous copy in individual campaigns.

This was a major point stressed in a talk before the Boston Advertising Club by Mrs. Helen Rogers Reid, vice-president and advertising director of the New York *Herald Tribune*.

"These cases," said Mrs. Reid,

"have been limelighted beyond all due importance. Over-emphasis on their defects has led many people to lose sight of the overwhelming service which has been given to the public through honest, conscientious and constructive copy, created by some of the best brains in the country."

Advertising brains were described as "the great tools of the future," capable, with the use of printer's ink, of accomplishing anything for America, "even the prevention of the next war."

Motion Picture Unit Under New Ownership

Executives associated with the *Kable News Company* have acquired ownership of *Motion Picture and Movie Classic*, which comprise the Motion Picture Unit, New York. Under the new ownership alignment, Stanley V. Gibson continues as president and publisher. Associated with him are Samuel J. Campbell, president and treasurer of the *Kable News Company*, magazine distributor, and vice-president and director of the *Kable Brothers Company*, publication printers; Warren A. Angel, vice-president and general manager of the *Kable News Company*, and A. K. Taylor, an executive of the *Kable News Company*.

• • •

Sterling Products Absorbs R. L. Watkins Company

Sterling Products, Inc., has acquired the R. L. Watkins Company, Cleveland, manufacturer of a line of toilet preparations. Purchase was arranged through an exchange of stock.

• • •

Dailey Joins Chicago Agency

Arthur Dailey, who has been conducting an advertising photography business, has joined the staff of Needham, Louis & Brorby, Inc., Chicago advertising agency. He formerly was associated with the J. Walter Thompson Company and the Eastman Kodak Company.

Stevens and Jardine Given New Posts by Thompson

Henry M. Stevens and Theodore P. Jardine, account executives with the San Francisco office of the J. Walter Thompson Company, have been given new duties. Mr. Stevens, on January 1, will become manager of the agency's St. Louis office. Mr. Jardine, on November 15, will join the Chicago staff as an account executive.

Fred H. Fidler, of the San Francisco office, has been made an account executive. He will continue to direct the agency's Pacific Coast radio activities.

Walter B. Martin is now Pacific Coast director of the agency's publicity department.

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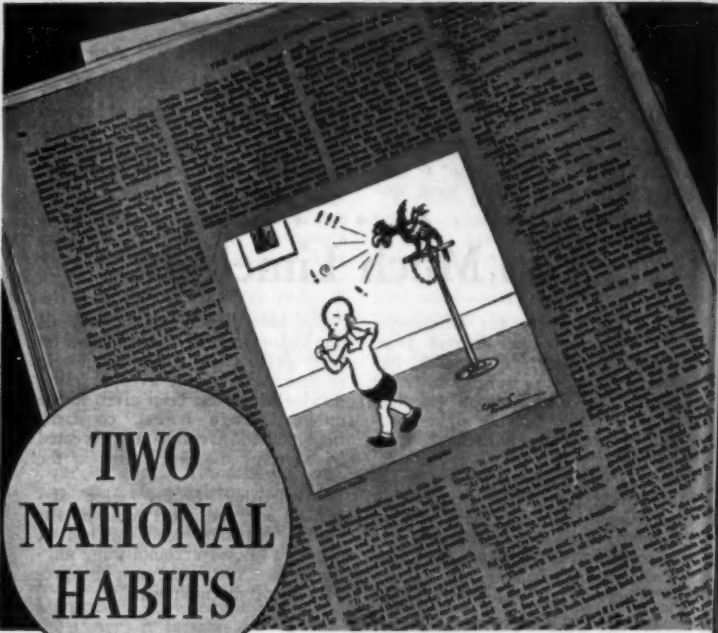
Alliance Life Account to Chicago Agency

The Alliance Life Insurance Company, Peoria, Ill., has appointed Horne, Morrissey & Company, Chicago agency, to handle its advertising account. This agency is also handling the advertising of Grommes & Ullrich, Inc., Chicago, wholesale liquor.

• • •

Howell with Collier at Chicago

W. H. Howell has joined the Chicago office of the Barron G. Collier Corporation as promotion manager for the Mid-West territory. He was formerly with the national retail advertising staff of Sears, Roebuck & Co., as head of the copy and art departments.



TWO NATIONAL HABITS

EVERY WEEK, HENRY...

HE has become a national habit—little Henry, the Post's bright, blank-faced boy. Millions of men and women look to see what Henry's doing every Tuesday.

Dr. West's Toothbrush has become something of a national habit, too, since it's been ad-

vertised in The Saturday Evening Post. And small wonder.

Post readers, after all, are the backbone of America—in numbers, in intelligence, in their normal, comfortable way of life. Where they lead, other families follow. And any number of advertisers will tell you their

THE POWER THAT BRINGS NATIONAL REPUTATION TO AUTHORS AND LIFE TO THEIR CHARACTERS IS THE SAME POWER THAT GIVES NATIONAL REPUTATION TO ADVERTISERS AND LIFE TO THEIR TRADE

THE

SA



"WE FOUND THE POST THE PERFECT MAGAZINE FOR OUR ADVERTISING!"

The makers of Dr. West's Toothbrushes frankly credit the Post with most of their sales success—in the following statement:

"Fourteen years ago, ours was an unknown toothbrush—a new product with few users and practically no distribution. Thirteen years ago we started to advertise in The Saturday Evening Post.

"Today Dr. West's moves off the dealers' shelves in a hurry. We occupy a dominant position in our field. Our new water-proofed anti-soggy toothbrush has been a rapid and outstanding success. It would have been impossible for us to accomplish this result so quickly, so happily, through any other form of advertising.

"Our advertising schedules over the past 13 years are the best evidence of what we think of The Saturday Evening Post. We have found it the perfect magazine for our advertising."

Y... EVERY DAY, DR. WEST'S..

sales started up when they began to advertise in The Saturday Evening Post.

For the Post has a public ten million strong. And the power that wins friendship for Post authors and their characters, works equally well to attract customers to the advertisers and

the products Post pages present.

This power works in hard years as well as in good years. That's why successful advertisers like Dr. West's have found it profitable to place the biggest part of their advertising in The Saturday Evening Post in the last four years.



THE SATURDAY EVENING POST

"AN AMERICAN INSTITUTION"

Towels for Men

Cannon Puts Advertising Pressure Behind Product to Open New Outlets

EVER since the beginnings of the emancipation of women, men's old-time prerogatives have been slipping from them. Increasing freedom of the once weaker sex to play the man's part in many of its more or less important non-essentials, has insidiously curtailed masculine rights. At least, so it seems.

Of late, however, there have been signs that man himself is in revolt. A publisher brings out a "magazine for men." A tooth-brush manufacturer introduces a special man-size model, a perfumer announces an odor *Pour un Homme*. And now come Cannon Mills, and other prominent textile houses, with towels for men.

"We toyed with the idea of a towel exclusively for men for over two years," says Daniel F. Sullivan, advertising manager of Cannon. "It was not until the 'go without' tendency arrived at its present proportions that we saw the opportunity that lay in a product of this nature. It would startle

some people to know how many men have totally dispensed with garters, hats and undershirts.

"The men's furnishings retailer is consequently ripe for new items which help to compensate for this lost sales volume. In the man's towel, he is afforded a logical addition to his line and a brand new article of unquestionable appeal."

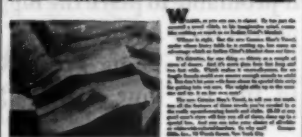
The Cannon Man's Towel is large and roomy, measuring over four feet in length and two feet in width. Besides it boasts a special strip of thin material, thoughtfully provided for the ticklish business of drying ears.

The merchandising of the Man's Towel presents a peculiar problem. "In the first place," says Mr. Sullivan, "about 99 per cent of all towels are bought by women. What's more, men don't like to buy towels. Anybody who has ever spent any time behind a retail counter knows with what misgivings a male customer approaches.

"We realize the difficulty of attempting to alter established buying habits but we believe the product is possessed of sufficient inherent appeal to recommend itself strongly to the majority of men. Moreover we created a special package, containing three towels and retailing at \$3.50, which is decorated with a humorous illustration calculated to attract men at the point of sale.

"Securing distribution through men's furnishings stores, it must be borne in mind, was an entirely new venture for us. In this respect, our reputation built up through years of advertising, stood us in good stead. Our only mail effort consisted of a sales letter sent to 3,000 retailers, calling attention to the fact that we were now offering an article which they could sell in their stores. The Cannon name was played up prominently.

"We used an illustrated letter-



CANNON MAN'S TOWEL

head, the illustrations being reproductions of three cartoon cutouts which we furnish to dealers free of charge. A business-reply card was enclosed. Over 200 orders were received from this one mailing.

"The only consumer advertising we have used to date is a full page in a national men's magazine. In

the meantime, our regular salesmen are also calling on men's wear stores of the higher type.

"Our experiences up to the present are not broad enough to enable us to make any future predictions. However, we are highly gratified at the extent to which retailers have gone in actively promoting this new product."

For Premierial Pants

OVER the air and through their newspapers last week, startled Americans became cognizant of a mishap of international import.

Officiating at a ground-breaking ceremony, the vigorous Premier Mussolini, of Italy, narrowly escaped a supreme disaster of embarrassment when he lost a suspender button.

But in the old, hands-across-the-sea spirit, the Pioneer Suspender Company, of Philadelphia, stepped into what with accuracy, might be called the breach.

Out from Philadelphia went a cable, a package, and a letter. Including one or two remarks that seem to hint, faintly, at the high quality of Pioneer products, the letter read as follows:

"Premier Benito Mussolini,

"Rome, Italy.

"Honorable Sir:

"This is to confirm our telegram, sent today.

"Radio news commentators and newspapers throughout the United States have reported that at recent exercises in Italy in connection with breaking ground for a new building project, you were forced to drop the pick and grab your trousers—all due to the breakage of a suspender button.

"At the beginning of this year, the Pioneer Suspender Company introduced a new type of suspender that eliminates the necessity for buttons as a means of holding up the trousers. A jewelry clasp—a new invention—accomplishes this. In the few months it has been on the market, this new type of suspender has revolutionized men's ideas about this item of apparel, and hundreds of thousands of American men are wearing this type of suspender and will accept no other.

"Feeling that you might enjoy wearing a pair, and realizing from the local newspaper articles that there was a place in your wardrobe for a pair, we have taken the liberty of sending them to you today. You need not hesitate to wear them—the jewelry clasps will hold the trousers in a vise-like grip and yet there is no chance of their doing any injury to the fabric.

"With the hope that these Streamlox suspenders will enable future ground-breaking exercises to proceed without accident, and that you will enjoy wearing them, we are

"Respectfully yours,

"Pioneer Suspender Company."

General Foods Promotes Sagar

George A. Sagar, of the General Foods sales department, has become assistant to J. K. Evans, vice-president and sales manager of the company's Eastern division.

Mr. Sagar will co-ordinate personnel and sales promotional activities in the field.

For the last two years he has specialized on salesmen's budgets and field personnel.

Advanced by Stokely

Five department heads of Stokely Brothers & Company, Indianapolis, canners, have been elected officers of the company. They are: John B. Stokely, executive vice-president; Charles C. Cully, vice-president in charge of sales; Edward D. Eberts, vice-president in charge of engineering; Lyle S. Moore, vice-president in charge of Southern operations, and Charles A. Nugent, secretary.

IF You Are an Employer—

See page 20: of the November issue of Nation's Business for Walter J. Kohler's account of what really happened in the strikes at Kohler, Wisconsin.

IF You Sell to the Public—

See page 24: S. Klein's own story of successful retailing on Union Square, New York City.

And page 31: Professor Laird's examination of the average consumer.

Whatever Your Business:

See page 17: Frederick Shelton's predictions on what's ahead in Washington.

See page 15: Dr. Willford I. King's discussion of unemployment insurance, work sharing, the doctrine of high wages and minimum wage laws.

See page 13: Merle Thorpe says there is enough unfinished business lying around in the world to give permanent employment to all its idle minds.

See page 36: Raymond Willoughby says the signs of success today are adaptation, diversification and innovation, and cites cases.

No alert executive would care to miss these articles in the November issue of Nation's Business.

It is the meaty editorial content of Nation's Business that carried circulation from 246,000 in January to 257,000 in September. *With no inducement except the magazine*

itself, more business men subscribed in the one month of September than in any other month in the magazine's history. No premiums were offered, no trial subscriptions, no deferred payments.

Advertisers have a double advantage in using Nation's Business now because business generally is moving upward and because a vital editorial program invariably makes a responsive advertising audience. The magazine is being read more closely and eagerly than ever before.

NATION'S BUSINESS for November • 1934

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★ The only magazine for business men that carries through all American business. ★

NATION'S BUSINESS

WASHINGTON

E. V. THOMPSON • Director of Advertising

Ask Your Creditors to Buy

By Aesop Glim

VARIOUS attempts have been made—with varying success—to induce stockholders to buy and lose their company's products.

Many an agency man has been persuaded to smoke exclusively the brand of cigarettes advertised by his agency.

Wherefore, it was perhaps only a matter of time until somebody hit on this new one—Ask your creditors to buy your wares.

I. S. Randall is sales manager of Frosted Foods Sales Corporation—a division of General Foods. He devotes most of his waking hours to boosting the sales of Frosted Foods in particular—and General Foods in general.

Several months ago Mr. Randall read in *PRINTERS' INK*, that the president of Canada Dry Ginger Ale had sent out a form letter asking his employees to support nationally advertised brands of merchandise—as against non-advertised brands. This set Mr. Randall to thinking and he suddenly evolved the following idea:

To each first-of-the-month check he sends out, Mr. Randall attaches a slip, which is exactly the same size as his personal check. Obviously these checks go to the garage man, the tailor, the butcher, the baker, etc.

In essence, this printed slip says, "I buy your wares—how about you buying some of mine?" This slip does not represent bringing pressure to bear. There is no threat in the plan.

During the last week he has made a check up. His garage man said, "I didn't know you were connected with Maxwell House. I have told my wife she must always buy Maxwell House Coffee now instead of —."

The filling station attendant said, "We have switched to Post Toasties since you started sending those slips, and we all like them."

His tailor has switched to the use of Swansdown Flour. . . . And so on.

Ask your creditors to buy your wares. Why not?

Co-operative Mail-Order Catalog

W. L. Henthorne is publisher of a new mail-order catalog to be called "The Rural Shopper." Offices are at 43 East Ohio Street, Chicago. The first spring catalog will be mailed in February, 1935.

Manufacturers will buy space in the catalogs and will sell direct to the farm market. An order department will be maintained by "The Rural Shopper."

Mr. Henthorne has been with the W. F. Hall Printing Company, Chicago, for the last eight years.

Now Sutherland-Abbott

The name of the K. R. Sutherland Company, Boston advertising agency, has been changed to Sutherland-Abbott. The principals in the agency have been associated as partners for the last two years.

Carlin Adds to Duties

P. J. Carlin, advertising manager of *The American Traveler*, New York, has also been appointed advertising manager of *The Travel Agent*, published by the same organization.

Start "Liquor Store & Dispenser"

Liquor Store & Dispenser is a new monthly publication, to be published by Conover-Mast, New York, publisher of *Bowen's Wines and Spirits*.

The personnel of *Liquor Store & Dispenser* will include: Harvey Conover, president; B. P. Mast, vice-president; James R. White, publishing director; Hartley W. Barclay, editorial director.

Advertising representatives are: Charles R. Larson, Jack Grier, R. B. Whitley, Pat Powell and A. M. Morse, Jr. Willis Osborn, Atlanta, is Southern representative. Blanchard-Nichols, is Pacific Coast representative.

Osborne Heads WCAE Sales

Nathan G. Osborne has resigned as Western manager, with offices in Chicago, of the Paul H. Raymer Company, to become sales manager of Station WCAE, Pittsburgh.

Appoints Erwin, Wasey

The Seattle office of Erwin, Wasey & Company has been appointed to handle the advertising of the Seattle Gas Company.

Yes, Prices Can Be Stabilized

Other Side of Argument, as Presented by Leading Merchandisers Who Know

By Andrew M. Howe

IN last week's article on price stabilization* it was predicted that most of the plans now in operation in the drug industry will eventually be abandoned.

This conclusion was arrived at after discussing price maintenance problems with a number of executives who have been studying the subject carefully. There will not be much general agreement with the conclusion among those companies that are trying to enforce their price policies. Naturally, they must at least pretend to believe in them themselves.

It is difficult, if not impossible, to get any individual executives to come out openly and admit that the plans have a great many weaknesses. Yet privately, these men have admitted to me that they are skeptical of the present and future value of price stabilization.

It is important that any manufacturer considering the adoption of a price-control plan bear in mind that this is at the present moment a hot subject in the drug industry. Many, if not most, companies in this field have been forced into announcing stabilization plans. The conclusions reached in last week's article should be weighed carefully against what is to follow. There are very definitely two sides to this subject.

This week I shall give the floor to some of the leading proponents of price stabilization, to some executives who are trying sincerely to enforce their plans and who believe that they are being successful not only from their own standpoint but from that of the trade generally.

It should be remembered that:

1. Many in the drug industry believe price stabilization is at least a partial and probably permanent

answer to the predatory price-cutting problem.

2. Some of the plans now in operation are really successful.

3. Price stabilization is practiced successfully in other industries.

4. Price stabilization has handicapped seriously the pine-board and cut-price department store.

5. Advertised brands are receiving more display in retail stores as a result of price plans.

6. Hand-to-mouth buying has been diminished by the plans.

Let's analyze some of the plans that are now in effect and find out why they were adopted.

Wholesalers and Retailers Support This Plan

The stabilization program of Lee & Schiffer, Inc., maker of the Rolls razor, has met with enthusiastic support by the wholesale and retail trade.

"Of course," Edwin H. Schiffer, president, adds, "there are always a number of retailers who prey upon the gullibility of the purchasing public by featuring well-known and greatly desired products as loss leaders, selling these products at cost, or even below, and make up for this accepted loss with merchandise of unknown make on which there can be no comparative standard of value established.

"We believe this practice of predatory price cutting is unfair and unjust and if permitted to continue will undermine sound merchandising practice. We have used in the past, and intend to continue using, every legal means within our power to prevent our product from being sold through these outlets.

"In order that our many friends in the wholesale and retail trade might know how we felt in this regard our board of directors passed a formal resolution decrying this activity and said resolution

* "Price Stabilization," by Andrew M. Howe, October 23, 1934, page 25.

Ever try to erase with a piece of raw rubber? It smears. An imperceptible salting of grit is necessary to dig in, do the job. ∞ It's the same with an editorial policy. To dig under the surface takes an extra quality...so rare that only a few publications have it... *editorial sand* that bites in and gets results.

THE American MAGAZINE

THE CROWELL PUBLISHING COMPANY

Collier's, The National Weekly

Woman's Home Companion

The American Magazine

The Country Home



Williams CLARIFY THEIR POLICY OF Price Stabilization



The J. B. Williams Company has always been satisfied of the business of the wholesaler and retailer, has always given consistent consideration to their problems—bearing in mind that they are allied to the distribution of J. B. Williams products.

The J. B. Williams Company are pledged to meet in good faith—will every legal means at its disposal—the **PROFIT AND THE RIGHTS** of its distributors—and to their end register in all countries.

1. That you will sell Williams merchandise for not less than the Minimum Price shown in the published Price List of the J. B. Williams Company.

2. That you barter or exchange no merchandise of the Williams manufacturer.

The J. B. Williams Company will continue to exercise its legal rights in the said and

distribution of its products, and will do everything in its power to protect the reputation and the stability of its merchandise for normal benefits and adequate profits.

The J. B. Williams Company will continue undisturbed National Advertising, designed to move Williams goods with speed, and to reduce to a minimum your selling time and effort on the line.

It is the sincere belief of the J. B. Williams Company that the announcement of its far-sighted policy will give to the legitimate distributor a real opportunity to make a legitimate profit on a legitimate, non-selling line, and that it will ensure even more clearly the knowledge and distributed business quantities built up over nearly a century of this and better dealing.

"Williams Is With You"

The J. B. Williams Co.
Wholesalers, Inc.
New York Office - 100 Fifth Ave.

A majority of price stabilization plans have been advertised extensively to the trade

was prepared in printed form and mailed to every firm with whom we are doing business.

"From our experience so far, we have found our attitude in regard to predatory price cutting a benefit to us and we believe also to the trade with whom we do business."

The resolution passed by the board of directors declared that on and after January 29, 1934, "we will use every legal means to protect both the wholesale and retail re-sale prices on all Rolls razors and their accessories and acting under our legal rights as defined by the U. S. Supreme Court, will refuse to sell to any retailer or wholesaler who wilfully re-sells or assists in the re-selling of Rolls razors at lower than our suggested standard list prices."

In the adoption of a price stabilization plan such a declaration as this is important. A majority of the plans now in effect have been advertised extensively in the trade press. In addition, most of the manufacturers have made a campaign to the consumer an integral part of the stabilization policy. In explaining its policy to the trade, the J. B. Williams Company asserts that it "will continue undi-

minished national advertising, designed to move Williams goods with speed, and to reduce to a minimum your selling time and effort on the line." This company pledged itself "to guard jealously—with every legal means at its disposal—profits and the rights of its distributors."

To that end it suggested to all retailers:

"1. That you will sell Williams merchandise for not less than the minimum price shown in the published price list of the J. B. Williams Company.

"2. That you barter or exchange no merchandise of the Williams manufacturer."

Similar proclamations have been made by a number of companies.

One of the most interesting plans is the one recently announced by E. R. Squibb & Sons. Not many companies are in a position to do likewise. This company found that the biggest stumbling block to enforcement of a price-stabilization policy was the wholesaler. If the wholesaler insists on selling to cut-rate stores, there isn't a lot the manufacturer can do about it, unless he wants to go to the trouble of changing distributors. Squibb has selected certain wholesalers and will distribute merchandise through them on consignment. The goods will remain the property of Squibb until sold to retailers.

Ties Up a Lot of Money in Consigned Merchandise

In this way the manufacturer can designate those outlets to whom it does or does not want its merchandise sold. An enormous amount of money will be tied up in consigned merchandise and only a manufacturer of Squibb's financial stability could undertake such a plan.

Consignment selling has been tried in a number of other industries. Some of the plans have been quite successful. In the electric lamp industry, for example, General Electric and Westinghouse deal through agents, not dealers. This enables these companies to control the prices and sales policies of their outlets. Some manufac-

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features of practically every successful plan. A manufacturer must be willing to limit his outlets and make certain that the trade understands perfectly what the company's policy is in regard to price maintenance. The second part is easy of accomplishment, but all notices to the trade, verbally or in writing, must be carefully phrased. The Federal Trade Commission is constantly on the alert, looking for violators of the anti-trust laws. The law says that manufacturers and the trade may not enter into an agreement to maintain prices. In all advertisements and communications outlining a price stabilization plan it is well to make this point very clear to the industry.

In a leaflet addressed to the retail trade and signed by C. A. Pennock, sales manager, the Hudson Sales Co., Inc. outlines its policy. Mr. Pennock is very careful to include the following paragraph:

"We have no right to make, and do not and will not make, any agreements with retailers or wholesalers to maintain our suggested prices. We do not ask for any such agreement nor will we accept one."

There is not much danger of there being any misunderstanding of that statement. Other companies have taken similar pains to make it clear that their price maintenance efforts are confined to strictly legal plans.

Lavoris Plan Based on Two Primary Actions

The Lavoris Company, which announces that it reserves the right to choose with whom it wishes to do business, makes it plain that it is emphatically asking for co-operation but that "we do not ask anyone to contract to maintain our suggested schedule."

The Lavoris price stabilization plan in principle is very simple. It is predicated, sales manager H. C. Keen explains, on two primary actions. First, notification to all dealers of the suggested minimum re-sale prices and, second, refusal to sell to those distributors and

retailers who do not observe the suggestions.

The Lavoris plan was undertaken sectionally at first. In certain markets where prices were particularly low and distribution very chaotic, it seemed advisable to make partial correction, bringing prices more nearly in line with other markets before adopting a uniform policy nationally. A too drastic or rapid advance in retail prices, Mr. Keen declares, would result in a consumer reaction detrimental not only to sales volume, but to the successful progress of our program.

Evils of Price Cutting in Brief

The evils of price cutting should not need repeating. But for the benefit of anyone who may be wondering just what harm this practice can lead to, Sidney Picker, secretary of the Crystal Corporation, outlines the ways in which he believes it is injurious to the retailer, manufacturer and in the long run the public.

"Price cutting," Mr. Picker says, "injures the retailer for the reason that it makes it impossible for him to operate at a profit and he usually does not have the facilities for offering substitute private-brand products like many of his larger competitors."

"It injures the manufacturer because it tears down his good-will that he has built up through many years of painful advertising effort and strict adherence to certain acknowledged standards."

"It is injurious to the public because in many cases the public is prone through high-pressure salesmanship to make purchases of substitute private-brand products without the measuring yardstick of a manufacturer's reputation."

"One has only to look at the merchandise offered by our leading metropolitan price-cutter and the increasing number of private-brand commodities offered by the same merchant in substitution for standard advertised goods to realize that price cutting of itself is merely an advertising vehicle that in the long run benefits nobody."

"The Rural South

began to work out of its financial troubles last year and this year it is in a still better position." This is the conclusion drawn by W. I. Myers, Governor of the Farm Credit Administration, upon his return from a trip which took him through much of Arkansas, Louisiana, Mississippi, Alabama, Georgia and the Carolinas.

"Merchants repeatedly told me that farmers were paying their back debts and have again become purchasers of a volume of goods. The statements by merchants are in line with the experience of the Federal land banks of New Orleans, Columbia, and St. Louis, which lend in the territory which I visited. The officials of these banks told me that collections were very much better than they have been for a number of years and that it is obvious that farmers have had more cash available in this territory than for some time in the past."

—Press Service, 10/17/34, Farm Credit Administration

Progressive Farmer

and Southern Ruralist

BIRMINGHAM, ALABAMA

RALEIGH, N. C. MEMPHIS, TENN. DALLAS, TEXAS

THE SOUTH'S LEADING FARM-AND-HOME MAGAZINE



CINDERELLA'S ON ICE

—due to a magic that no fairy godmother ever possessed . . . *Household* magic.

Modern equipment and methods so simplify homemaking that women now have more outside interests than there were straws in Cinderella's broom.

Certainly that's true of Companion readers. One out of five is a keen skater, a recent survey shows.* Equally impressive numbers go in for hiking, swimming, golf, tennis, angling, horseback riding. And these are just their *sports!*

The Companion attracts women of this type because it recognizes their broader outlook—their personal ambitions. It gives them recipes for individual development as well as kitchen success.

They in turn have given the Companion the largest circulation in its field—2,606,000.

A vast, friendly audience—eager for everything that will help them live better—*receptive to whatever will meet their wider wants.*

*Available on request

WOMAN'S HOME
Companion

THE
CROWELL PUBLISHING
COMPANY

PUBLISHERS OF COLLIER'S
WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
THE OUTDOOR MAGAZINE



"YOU MUST THINK THIS LIST IS MADE UP OF PAPERS LIKE THE JOURNAL OF PORTLAND, OREGON"

● It is apparent without glasses that life would sparkle a lot more for space buyers if more newspapers had the set-up of the Journal. But in all the country—from A to Z—from the Apple-jack hills of New Jersey to the Zinfandel vineyards of California—there are only five other newspapers that measure up to that most desirable sales-thirst quencher, the bottled-in-bond, aged-in-the-wood *Rule of Three*.

THE RULE OF THREE:

1 CIRCULATION LEADERSHIP

The daily Journal has the largest daily circulation in the Pacific Northwest... it has 31% more city circulation than any other Portland daily.

1 ADVERTISING LEADERSHIP

The daily Journal leads in retail linage, general linage, total paid linage.

1 LOWEST MILLINE RATE

The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

THE JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

Dealer Key of This Plan

Company Adds 100 Per Cent More Distributors by Unusual Follow-Through Method

Data Supplied

By C. S. Stout

Advertising Manager, The Marshall Furnace Company

BY emphasizing to prospective distributors what the company will do to help dealers sell its products, The Marshall Furnace Company, of Marshall, Mich., has added a little more than 100 per cent additional distributing outlets for its product since February, 1934.

"The object of our campaign," says C. S. Stout, advertising manager of the company, "was to secure more distributing outlets for our products, but it was not intended just to secure volume alone for immediate use as much as to secure quality outlets looking toward the future.

"We realized that we were undertaking a hard proposition. A distributor is loath to change a line that he has incorporated in his general catalog and has advertised and sold to his own salesmen and his dealers. It involves considerable expense to him to clean out the residue of a stock of one kind of goods to re-stock with another.

"It takes time to persuade a distributor to change because of these facts, so we had no hope of accomplishing much inside of a year's time and maybe longer. The thought we had in mind was to use the campaign as a wedge and that, if we could get the point inserted this year, blow after blow in the future would eventually open up the log of new markets for us. "We were determined that inasmuch as considerable expense was involved to reach our distributor prospects we would not waste that money on any undesirable account.

"So we picked out territories where we wanted new representatives and studied the record, personal and financial status of all the distributors of our line of products in that locality. We finally chose

what looked like the best rated, most aggressive concern and started a personal letter campaign to secure a personal interview.

"When this interview is secured we go over our campaign as outlined in our book 'What We Do For The Dealer.' If he accepts and becomes our distributor, we ask him to pick out the spots in his trading territory where he is not represented by a good dealer and pick out the best dealer in that particular spot and send us his name."

The booklet is intended for use by the distributors' salesmen, but it outlines the company's plan.

The first few pages point out the importance of co-operation among manufacturer, distributor and dealer and then tell what the factory and the distributor have to offer. It then opens up on samples of the company's mailing pieces and other material.

Dealer Mailings Pave the Way

Mr. Stout continues, "Then we send this dealer three mailing pieces addressed to him to prepare him for a personal call from the distributors' salesmen.

"As soon as the third mailing has been sent we notify the distributor and he sends his salesmen to close up the dealer, using the portfolio, 'What We Do For The Dealer,' to back up his sales talk. He uses the campaign to dealer's prospects shown in the book as one of his strongest closing arguments.

"The outstanding features of this campaign as we see it are:

"A hand picked, reliable, well-rated class of distributors and dealers are worked on only.

"This list is more intensively worked and there is very little



The three-piece direct-mail campaign sent free to dealers' prospects by the manufacturer

waste of material for the campaign is concentrated on a smaller number of better prospects.

"The distributor takes a personal part and therefore considers it of more value and does his utmost to make it successful.

"The plan boosts the distributor to the dealer and the dealer to the consumer which is appreciated by both and the dealer likes it because we give him credit for a portion of the success of a heating system instead of holding our furnace entirely responsible.

"A large part of our effort is made on educational matter for the dealer instead of on sales talk on our product.

"As stated before, we feel this is a long-time producer and that its full effect cannot be expected in a year's time and that the second year should produce as much or more than the first.

"The results are hard to check, that is, as far as actual business secured from this campaign, but this will give some idea of the results. From February, 1934, to the present date we have secured just a trifle over 100 per cent additional distributing outlets for our products. In addition to that, all

of our old distributors used the plan to increase their trading territory. It is impossible to tell how many new dealers have been secured for our distributors but results have been reported as being very satisfactory for them."

The company's helps for the dealer are briefly as follows:

First, there is a three-piece direct-mail campaign which is sent free by the company to a list of prospects furnished by the dealer himself. The first two pieces are devoted to selling the dealer as an expert. The third is a trick third-dimension piece which, when opened, throws a picture of a Marshall Furnace into sharp relief. Thus the company starts selling the importance of the dealer and a good installation and finishes with a piece selling the product.

The pieces are attractively prepared and use unusual illustrations and captions to build interest.

In addition to the complete three-piece campaign, the company furnishes other helpful sales literature which a dealer's representatives can hand out when calling or which can be inserted in letters to prospects.

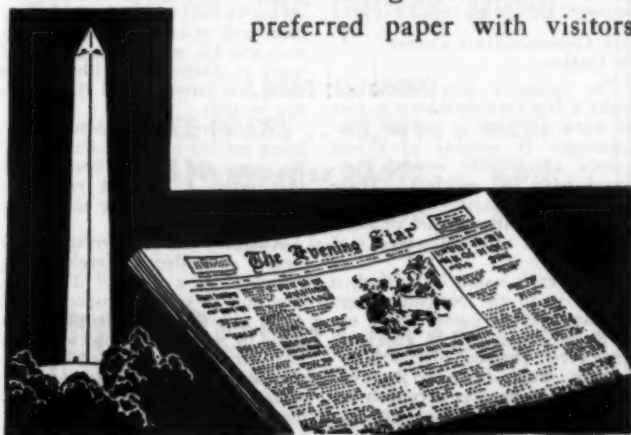
Among these are two complete

THERE is a steady stream of conventions being held in Washington. The great industrial organizations; big commercial groups; also professional, educational and fraternal societies—and as well an endless procession of tourists from every section of the country—all feeling a personal attachment for the National Capital.

What more strategic point than Washington in which to launch a national advertising campaign? And it can be done with only ONE MEDIUM, THE STAR—Evening and Sunday—the “home paper” in the Washington Market and the preferred paper with visitors.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. Lutz
Lake Michigan Bldg.



booklets telling the story on the company's two makes of furnaces. The company recommends that these be left with a prospect after the representative has made a sales talk. Another phase of the campaign is described by the company as follows:

"The company has been outstandingly liberal in getting out booklets and literature that are definitely helpful in educating the people on how to buy and how to operate furnaces efficiently. These booklets have not a word of selling copy in them. They are simply printed as a service which your customers will appreciate and which will help to make them feel friendly and kindly toward you.

"Most furnace companies, as you know, simply furnish a very brief card giving instructions on how to operate the furnace to the man who buys it. We have gone a step further and furnish you with a bound booklet telling 'How to Operate Your Furnace to Secure the Best Results.' This booklet took more time to prepare than a simple card. It was much more costly to print.

"This is just another example of the complete way in which we fit in to help keep your customers sold, to help you keep them friendly toward your organization, and after all the old saying, 'A pleased customer is the best advertisement' is forever true."

Free Correspondence Course for Dealers

The company also offers the dealer a free correspondence course on warm air heating and air conditioning. It consists of fifteen lessons of 100,000 words, illustrated with 140 pictures. There are eighty-six questions to be answered and fourteen plans of heating systems for all types of buildings.

When each lesson is finished, it is sent in to the company where the answers are corrected by experts and any questions and problems given personal attention.

With each furnace that the dealer buys, he gets a coupon applying on the course. With the first coupon sent in the course

starts and when the dealer has sent in five coupons, he has paid in full for it.

When the course is completed the dealer receives a diploma to display in his store.

The company also furnishes plan blanks which give the dealer a basis for checking the information necessary in planning a heating system and a definite form upon which to work out these plans.

This Catalog Is a Sales Presentation Book

The company also gives a catalog which it describes as follows:

"The catalog has been developed especially with the idea in mind of making this a sales presentation book which you can use in personal selling.

"First of all, you will notice that we have tried definitely to get away from the ordinary cheap furnace catalog. We believe that a cheap catalog suggests a cheap product. A quality catalog suggests a quality product.

"We have endeavored to start out with a cover that has dignity and character so that folks will think of the product you are selling as a quality product, and the firm you represent as a progressive, outstanding company. Then as the catalog is opened up you will notice that we have used especially large illustrations. This is particularly effective when you are going over your sales story with both a man and his wife because even at quite a distance the illustrations stand out strongly and the details can be seen.

"We have also endeavored to bring out the pertinent thoughts in the copy and in the headings so that when a prospect reads the catalog he will get the sales story completely."

Another book furnished the dealer is called, "Merchandising Furnaces at a Profit." This tells him how to secure prospects, what to do with them after he gets them, how to sell them, how to install the furnace, how to conduct his business, how to collect money, how to figure costs and overhead, how to keep his books, etc.

Finally, the dealer is given a

For four successive months, THE DETROIT FREE PRESS has made the LARGEST PERCENTAGE OF GAIN in RETAIL ADVERTISING among Detroit newspapers. For September alone, the figures show:

LINES GAINED

FREE PRESS . . 42,981 . . 14.0%

2nd Newspaper 30,992 . . 6.0%

3rd Newspaper 25,390 . . 3.3%

(Data from Media Records, Inc.)

The Detroit Free Press

1221—ON GUARD FOR MORE THAN A CENTURY—1934

VERREE & CONKLIN, Inc., National Representatives

special sign designating him as an authorized Marshall dealer.

In order to help the distributor sell the plan to dealers, the company has prepared a special talk for distributors' salesmen which they are not expected to learn verbatim, but which they can use to

good purpose in connection with the book, "What We Do For The Dealer."

The company's campaign was one of those chosen by the Direct Mail Advertising Association, Inc., as one of the fifty best of the current year.

* * *

Clean House, Urges Bristol

AT the annual meeting of the United Medicine Manufacturers Association in New York recently, the convention passed a resolution favoring self-regulation by the industry of its advertising. It also went on record in favor of price stabilization which would assure fair compensation to distributors.

Should the industry fail to regulate advertising from within, Government control is inevitable in the opinion of Lee H. Bristol, vice-president of Bristol-Myers Company and a member of the Advisory Committee on Advertising of the Proprietary Association, who addressed the convention. "Unless we can get reasonable self-regulation" he said, "the effectiveness of all advertising will be

jeopardized. If unbridled license is employed by a minority, the majority will suffer with that minority, to an extent that will be hurtful to all.

"It is folly for the industry to be blind to this fact and not realize the absolute necessity of some system of self-control over its advertising claims that will enable it to avoid drastic censorship."

Clinton R. Robb, the association's counsel, in replying to questions concerning the activities of those who urge drastic governmental regulation, said that he understood a new book was in contemplation by the authors of "100,000,000 Guinea Pigs." This book, it is believed, will include an attack on cosmetics.

* * *

Young Leaves Riddle & Young

Frank O. Young, who in 1921 became vice-president of the James M. Riddle Company, farm-paper representative, which in 1928 was changed to the Riddle & Young Company, has severed his connection with that company.

With his resignation, it is announced by James M. Riddle, the company will be changed to the James M. Riddle Company, with offices in Chicago and New York.

Mr. Young, who had been in charge of the New York office, joins the advertising staff of *Pictorial Review* in that city.

* * *

Connelly Joins Detroit Agency

Ross Connelly, who has been vice-president and general manager of the E. B. Gallagher Company, Detroit, food wholesaler, has joined the C. E. Rickard Advertising Agency, of that city, as vice-president.

* * *

Has Covici Friede Account

Covici Friede, Inc., New York, publisher, has appointed Morton Freund, New York agency, as advertising counsel.

C-H-B in Largest Campaign

The California Conserving Company, San Francisco, C-H-B condiments, is releasing the largest advertising campaign in its seventy-five years of merchandising activity. The advertising is running in a list of 150 newspapers in eleven Western States and consists of four-color and two-color half pages supported by a substantial black-and-white schedule. A premium consisting of six tomato juice cocktail glasses is offered in exchange for bottle caps or labels. The campaign is under the direction of the San Francisco office of Emil Brisacher and Staff.

* * *

New Gillette Publication

Wine and Liquor Profits is the name of a new publication for wine and liquor retailers, to be issued by The Gillette Company, New York, publisher of *Mide's Criterion*.

* * *

Corbett with Pagano

Harry G. Corbett has become associated with Pagano, Inc., New York, in charge of agency contact.

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Three Letters That Pulled 48% Returns

Jobber Co-operation and Tests Helped Results

By F. C. Millhoff

Vice-President, Charge of Sales, Master Tire and Rubber Corp.

THE Quaker City Rubber Company, of Philadelphia (division of the Master Tire and Rubber Corp.), manufacturer of a complete line of mechanical rubber goods, distributed mainly through jobbing outlets, finds direct-mail advertising a big help to its jobbers as well as to the men in the field.

During recent years, the greater part of Quaker's advertising appropriation has been devoted to direct-mail campaigns emanating from its own advertising and sales promotion department in an endeavor to help the jobber sell more Quaker products. Letters play the major role in these campaigns.

Some of the many products we manufacture are seasonal, for instance, garden and lawn hose, and, to give a concrete example of how the sales promotion department assists the jobber, the following is typical.

At the beginning of each lawn hose season, a bulletin is sent to all branch managers and men in the field asking them to obtain the jobbers' co-operation in getting and forwarding to the advertising department a list of names and addresses of potential buyers of garden hose in their territory, wherever possible obtaining the name of the buyer. Each list is carefully checked and credit rating looked into. The list is then circularized, the letter being directed personally to the buyer, because as will be seen later, we try to inject the personal touch into every letter sent out.

In these campaigns each letter is individually typed, then personally signed by the advertising manager. It's a personal letter in every sense of the word.

Of course, we do not send out

thousands of letters haphazardly. Each letter is tested. When a salesman sends a list of prospects for a jobber in a certain locality, we take 100 of these names and may send as many as five different letters in one mailing. The letter which pulls best is the one on which we standardize. Then we go to it, sending that letter to hundreds of different concerns.

Here's a sample letter:

DEAR MR. DOE:

Before you place your order for garden hose this year, would suggest you get samples and prices on the Quaker line.

The attached circular will give you an idea of the different types of Quaker Lawn Hose, but actual samples would prove beyond dispute that Quaker is a quality line.

Into every foot of Quaker Hose goes the benefits of nearly fifty years' experience making hose. Besides, you can sell Quaker Hose with the confidence that it will give a good account of itself.

You want good hose at sensible prices. Tough hose that won't easily kink or burst—hose that will give years of satisfactory service. That's just what you'll get in Quaker Hose. But, let's can the rhetoric—it's proof you want—not talk.

All right, Mr. Doe! Suppose you meet me half way. Just initial this letter and I'll send you samples to prove my contention. That's fair enough, I'm sure. Use attached envelope. The postage we'll pay and gladly, too.

Now, I'll depend on hearing from you. Don't disappoint me. Thank you!

Expectantly,

Now there's nothing very tricky

in that letter—yet the first mailing brought 15 per cent replies requesting samples and prices. Two follow-up letters are sent at about ten-day intervals. In the last letter we ask the prospect to tell us frankly if interested or not. This first follow-up letter increased returns to 32 per cent:

DEAR MR. DOE:

The other day I wrote you about Quaker Garden Hose, but not hearing from you am wondering whether you got my letter.

It isn't my intention to bother you with a bunch of letters. Far be it from that. You're too busy—but honestly, we make a cracker-jack line of Lawn Hose which I'm confident will go over big with your trade.

You know it won't cost you one thin dime to look over the Quaker line—nor is there a particle of obligation involved.

All that's necessary is to mark O.K. on the margin of this letter—slip in attached prepaid envelope and mail. Samples and prices will be in your hands just as quickly as Uncle Sam can deliver.

Suggest you mail the letter TO-DAY. Thank you!

Sincerely,

The second follow-up, and last letter in this series, has brought total returns to date to 48 per cent:

DEAR MR. DOE:

Before the final curtain is lowered. Before the last act ends—I'm going to ask you frankly as man to man whether or not there's an opportunity to submit samples and prices on Quaker Quality Garden Hose.

Honestly, we've had a wonderful response to our two previous letters, so I'm still hoping to hear from your good self.

When you consider we've been making quality Garden Hose for nearly fifty years—that our Moulded Hose Department is equipped with the very latest Hydraulic Presses—manned by expert craftsmen—it's obvious that we should know how to make hose.

We do, and can prove it. Let us send you a complete set of samples just for the sake of comparison. It



ACCEPTANCE

A Short Short Story

132 advertisers will use in excess of 55 pages of advertising in the December issue of Esquire.

will at least be interesting to look over the Quaker line. There's positively no obligation.

After this letter the final curtain falls, so now is the time to jot your O.K. on margin of this letter, slip in attached prepaid envelope and mail.

You'll never regret it, Mr. Doe. I'm confident of that. Besides, I'd do as much for you were our positions reversed. Thank you!

Here's hoping,

As will be noticed, these letters are not written with the object of securing an order, but to induce the prospect to write for samples and prices. We feel, after he has had an opportunity to observe the high quality of Quaker merchandise, sales resistance to a great extent, is broken down, making it easier for the salesman to close an order.

Of course, we do not pose as master letter writers, but we do endeavor to make every letter a sales letter, and, we feel, results show that we have been at least

partially successful. With each letter mailed, a circular is enclosed illustrating and describing the product, also a prepaid return addressed envelope or postal.

To make assurance doubly sure a carbon copy of each letter is sent to the salesman requesting him to get in touch with the prospect and go over the samples and prices with him. This personal follow-up is very effective—and in the majority of cases clinches the order, which is then turned over to the jobber.

Letter campaigns, we feel, can be profitably used in practically every business, particularly large concerns who sell through the jobber. It is not our contention that every product can be sold by mail. In fact, items in our own line, such as large conveyor belts, which run into thousands of dollars, we do not expect to sell direct. But, here again, a well-written letter gets where the salesman cannot get, and often brings an inquiry which eventually may result in the closing of an order for a conveyor belt.

NOV.

live

FOR MEN

**Approaching
200,000
Circulation**

**50c.
per copy**

New Packages to Pick Up Off-Season Sales

Novel Containers Make Christmas Appeal

By L. B. Icely

President, Wilson-Western Sporting Goods Co.

GOLF balls are, obviously, a seasonal product. As summer ends, the sales curve on Hol-Hi and Wilson balls turns downward and stays down until spring. We have always felt that there must be some way to take up the seasonal sales slack.

The solution to the problem, we have also always believed, probably lay in the Christmas gift market. But while golf balls, golf clubs and other sporting goods items often have been promoted as logical gift items, they never have caught on to any great extent. Few people like to give summer merchandise in winter. In addition, a golf ball, *per se*, is not an impressive gift item. It is difficult for women, particularly, to imagine that such a prosaic little thing would be very welcome.

There is also the matter of price. Our best balls, Hol-Hi, retail at 75 cents each. Only the experienced golfer is aware of the difference between one of these 75-cent balls and the many cheaper brands. They all look pretty much alike.

Nevertheless, we have been convinced that Christmas could be a profitable season for us and for our dealers. We have experimented with numerous special packages. These have been popular in certain sections but only moderately so. No matter how attractive the package might be it was still a package of golf balls.

This year we believe we have at last found the solution. The way in which the trade is receiving our 1934 Christmas plan has proved this. Not only are we stimulating our normally slow sales at this time of year but we are also opening up some entirely new outlets.

The actual solution is quite simple. It is an adaptation of a mer-

chandising principle that has been tried and used in a number of different industries and found to be successful. We have found that certain methods used in the sale of larger unit merchandise can be profitably applied to the sale of golf balls and other sports equipment. We are, in effect, giving a special deal, a something plus.

The inspiration came, as a matter of fact, from an electric refrigerator advertisement. This featured an offer of a bicycle as a premium with every refrigerator purchased. Actually, one might wonder why anyone would buy a certain product costing a great many dollars, just to obtain a bicycle. But there it was. And similar offers with other products were quite evidently stimulating sales for many companies.

We had known for some time, of course, that such offers of something in addition to the product had been of great benefit to advertisers. We had not realized, however, until we tried it ourselves, just how popular and effective such a plan can be.

Selection of Container Is Important

We decided that golf balls could be packed in some sort of container that would have a utility value. In this way we could put golf balls into the gift classification, by giving a plus value. We decided, also, that there should be no extra charge for the container. The purchaser would be buying golf balls and would be obtaining the useful container premium free.

We finally selected four different containers. The first, and the one which apparently is going to be the most popular, is a cocktail shaker. It is hand-blown, decorated with fired-in silver bands and

**FOR SIX MONTHS
MORE YOU CAN
BUY A LARGE
680-LINE PAGE
FOR
\$2600**

**1,300,000 active women
buyers in the 1273 most prof-
itable markets in America.
Circulation 100% voluntary**

Tower Magazines, Inc.

Mystery • Home • New Movie • Tower Radio • Screenade

striped with ebony black. It holds exactly one dozen Hol-Hi golf balls, or one full quart of cock-tails. This shaker is being packed in an attractive Christmas box along with a booklet of drink recipes. The second container is a real leather toilet case which also holds one dozen balls.

The third container holds a half dozen balls and, when empty, may be used as a cigarette holder. It is made of metal with a composition base. The fourth container is strictly a gift box without any utilitarian value.

While we were certain that these dual-use packages would go a long way toward putting sporting goods into the Christmas gift classification we realized that most of the gifts that are customarily given to men are haberdashery items—neckties, socks, shirts. People looking for a gift for a man, in other words, are most likely to go to a men's wear store. They might never think of the sporting goods store.

We intended, of course, to advertise these items and undoubtedly

this advertising will send people to our more logical outlets, the sporting goods stores. But how much greater our sales would be, we reasoned, if we could get these balls and their containers on display in the stores where most people look for gifts for men.

We have never before tried to sell through these stores. The logical place for golf balls sales is where golf equipment is sold and very few haberdashery shops are equipped to handle a complete line of clubs and other accessories. Golf balls by themselves, we have discovered, can be sold through these outlets. These attractive and unusual packages have opened the way for our breaking into this new market.

We are using our regular sales force and advertising in a trade publication reaching these outlets. We were, at first, a little doubtful of the desirability of having our salesmen calling upon this different type of store. We were careful to coach our men thoroughly and to build up their enthusiasm for the line. Not a great deal of work was necessary, however. The unusualness of the offer did most of the job.

This offer is being confined to the Christmas season. It will be discontinued immediately afterward. The containers are too expensive to be made a permanent feature without an increase in the retail price of the balls. Further-



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more, our job is to sell sporting goods, not cocktail shakers.

The gift containers will be a valuable sampling device. They will be received at Christmas time by a number of golfers who are using competing balls. We will be getting into their hands our own brand which they undoubtedly will try, and, we hope and naturally are sure, will like.

In this campaign, we are not forgetting the golf professional, the pro. At this time of year he does not have many visitors in his shop. The chances of his selling any large quantities of these new containers in this way are limited. The golfers won't come to him so he will have to go to them.

We have prepared a special series of letters for the pro to send to golfers. These describe the new containers and suggest that they would make appropriate gifts for friends and in addition would be very welcome to business associates, customers and so on.

A special display piece, with a platform on which the containers may be shown, is being shipped with each order. Additional pieces will be furnished to any dealers who wish them. It is our desire

+

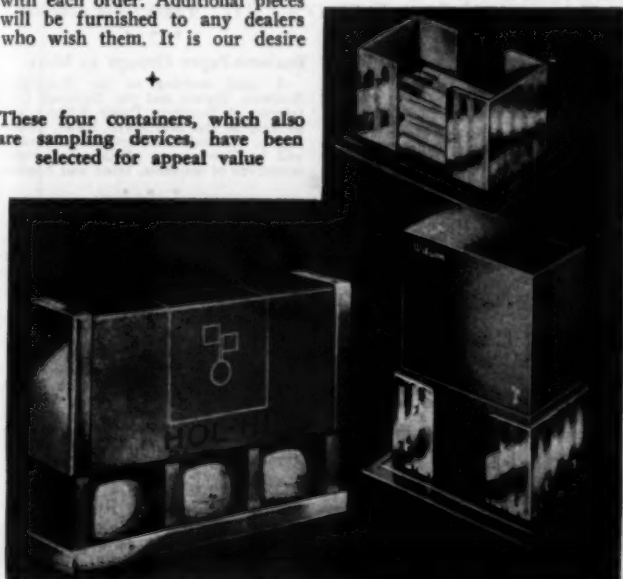
These four containers, which also are sampling devices, have been selected for appeal value

that they be put on display in various departments. The larger department stores especially have indicated that they want to use these displays in the sporting goods department, the men's wear department, the gift section and in various other places.

You can see that these packages are doing a fourfold job:

1. They are opening new outlets.
2. They are increasing our off-season sales.
3. They are putting sporting goods in the Christmas gift classification.
4. They are getting our golf balls displayed prominently.

One of the most important results is the building of good-will among the trade. We have always prided ourselves on being alert merchandisers. We are constantly developing new products, improving old ones, dressing up our packages and doing a hundred and one other things that prevent our merchandise from becoming shelf warmers. The trade has come to



expect new things from us constantly. Our latest plan is one more example of our ability to keep on going ahead.

This is appreciated by the trade. It will help us tremendously in our future efforts to obtain co-operation and business. Our salesmen are welcome because the dealer knows that usually they are bringing something new, something a little different that will help stimulate sales.

It is too early to tell exactly how successful this new Christmas plan is going to be. We do know that it is going to be successful. It is going over in a big way right now.

We have licked one of our toughest problems, off-season slack sales. And we have done it by merely using a little merchandising ingenuity. We have adapted an idea from another industry to meet the needs of our own.

"Rural Progress" Appointments

Eastern representatives of *Rural Progress*, a new monthly designed to reach the farm and rural market in Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota and Iowa, are as follows: Orlando Cobden Brown, formerly with *American Magazine*; H. K. Carter, formerly president of Carter Service, Inc., and with the Curtis Publishing Company; L. L. Robbins, formerly with the Curtis Publishing Company and the Hearst Newspapers, and G. M. Pearson, formerly vice-president of the *United States Daily*, later the *United States News*, and with *Condé Nast*.

Eastern advertising offices of the new publication are at 202 East 44th Street, New York.

Other personnel not previously reported are John M. Wyatt, who is director of advertising and George Martin, for ten years editor of *Farm and Fireside*, now *Country Home*, who is editorial director.

No Charge

DUQUESNE UNIVERSITY
PITTSBURGH

Editor of PRINTERS' INK:

Congratulations on the article in the October, 18 issue, "Save the Quotes for Dialog," by Arthur H. Little. I consider it of such merit that I have recommended it to my class in Principles of Advertising as prescribed reading in their study of advertising copy.

To enable each one of them to have a permanent copy of this little gem—in itself a jewel of sparkling writing—would it be possible for me to obtain thirty reprints for distribution?

If there is any charge for this service, bill me and I will send check by return mail.

J. C. STAFFORD,
Instructor in Advertising.

• • •

Business-Paper Groups to Meet

A joint meeting of the Associated Business Papers and the National Conference of Business Paper Editors will be held at the Mayflower Hotel, Washington, November 22 and 23. Speakers will be Government officials and representatives of business, labor and finance.

• • •

Johnson Leaves Armour

Herbert S. Johnson, vice-president in charge of the produce division of Armour & Company, Chicago, has resigned. His duties will be taken over by R. E. Pearsall, who has been Mr. Johnson's assistant for six years.

• • •

Selz Adds to Staff

Philip Downey, formerly with Liberty and McGraw-Hill Publishing Company and Shell Petroleum Corporation, has joined the Lawrence H. Selz Agency, Chicago, as head of the new business department.

• • •

Names Ruthrauff & Ryan

The Stearns & Foster Company, Cincinnati, maker of quiltings, has appointed Ruthrauff & Ryan, Inc., as advertising counsel.

Accepts Liquor Copy

The Chicago *Tribune* for the first time is accepting liquor advertising. An announcement states that the *Tribune* did not accept liquor advertising with the advent of repeal because of the methods used to promote liquor sales in the days before Prohibition. The announcement says, further, that advertising of legitimate brands would increase the pressure against the illicit manufacture and sale of liquor.

• • •

Bryant Paper Elects Larkin

E. H. Larkin has been elected a vice-president of the Bryant Paper Company, Kalamazoo, Mich. He has been manager of the Chicago office for several years and will continue as divisional sales manager in charge of the Chicago office.

• • •

BBD & O Appointed

The Maine Manufacturing Company, Nashua, N. H., maker of the White Mountain freezer, has placed its advertising account with Batten, Barton, Durstine & Osborn, Inc.

Announcing

THE APPOINTMENT OF

MR. ARTHUR H. MOTLEY

as MANAGER of

THE DETROIT OFFICE

THE CROWELL PUBLISHING COMPANY

J. A. WELCH, *Advertising Director*

250 PARK AVENUE

NEW YORK

Here in MONTREAL here

● Visitors ask: "Which is the French section of Montreal?" The answer is: "There is no French section—also there is no section in which the French are not heavily represented."

In a residential section regarded as English 26% of the people are French—though you could not pick out the French dwellings from the appearance of the houses. Three out of five people on St. Catherine Street, the principal shopping street, will be French—but try to distinguish them. You cannot.

What does it all mean to the man with a merchandising problem?

1. You cannot sell this rich, concentrated market—unless you approach the FRENCH in their own language. Over 60 per cent of the people think, speak and read in French.

2. Both languages are neighbours here and consequently the living standards are very similar. You cannot say one group wears this or that—the other does so and so. Both groups are equally good prospective customers.

In most of the big stores they will tell

you that sales are 50-50—as much sold to French speaking people as to others. This is true in the four big department stores (with English names) the great jewelers and furriers and automobile dealers.

Take any criterion you will—the phone book—automobile registrations (50% French)—store signs—newspapers (50% in the street car—you will realize)—the French people are real prospects for all the normal purchases of the average Canadian family.

The HOMES of Montréal

Here, the French families living side by side with neighbours speaking another language, the accessories of the Montreal French home—from canned soups to automobiles—are a reflection of what is in use by these neighbours.

Advertisers planning to service the FRENCH reading, speaking and thinking people of the Montreal District Market, should, then, bear in mind they are not faced with the problem of making changes in products, either in type or quality, to meet a different demand.

What is needed is educational publicity to tell the French in French—

(their own language)—why they should prefer such a product.

With a clear idea of what they may expect, a French family buys an advertised product and—if it proves satisfactory the word goes around from family to family.

This is equally true of cereals and rice, seeds and shoes, automobiles and underwear.

There is no dividing line in merchandise, and the merchant has a right to expect your cooperation with all customers—not just the 40 per cent of them who are not French speaking, thinking and reading!

1,996,255 . . . 72.8% FRENCH

Total Population of the MONTREAL MARKET DISTRICT

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MAY BE ST

There is really NO French Section though 60.8% are FRENCH

more than HALF
of customers
are FRENCH"

highest propor-
tion of FRENCH
in any one district
is 60.8 per cent—
lowest is 20 per
cent FRENCH.

North of Sherbrooke
St., surrounding
the Royal and
using the Pine
residences and
the most French
English live
by side, trade
the same stores.
actual postal
analysis, 47 per
cent are FRENCH.

what might be
used to be a
FRENCH section—
even Rosemount
the River,—22
per cent of the
population speaks
French languages
French.

into almost any store in the City and you
find, with few exceptions, shelves and
displays the same lines as you will
in Ontario stores of the same character.
Important point is that familiarity with
hours of another tongue has brought
clarity and desire for the kind of goods the
French use.

the proprietor what is the language of the
district—and on the average over the city—he
tells you that more than half of the total
population are French speaking people.

cannot get the full support of any dealer
as you appeal to all his customers. One
page only is but half a campaign.

French market responds excellently to
advertising plans fitted to its needs.
The facts are presented by the Montreal
Press as part of its service to manufac-
turers and others who wish to develop to the
best the trade possibilities of this impor-
tant section of Canada's population.

Full information on marketing conditions
from the Business Manager, LA PRESSE,
Canada's French National Newspaper, Mon-
treal, or S. L. Rees, 213 Metropolitan Bldg.,
Toronto, Ont. Clougher Corporation, 30 Malden
London, WC-2. William J. Morion Co.,
New York Office: 300 Fifth Ave.; Chicago
Office: 410 N. Michigan Ave.



Postal Analysis of the Distribution of the Families of Montreal

DISTRICT	Percentage French	Families Others
Lachine, Ville St. Pierre, LaSalle, Rockland (One-half the Homes are French.)	50%	50%
Western Section West of Atwater Ave. (One out of Three are French Homes.)	32.3%	67.7%
Dorval and Rosemount Sections (Seven out of Nine Families French.)	81.5%	18.5%
Central and Northern Divisions (Residential District.)	28%	71%
Central and Eastern River Front (Payroll Division, Four out of Five are French.)	80%	20%

By Census of Population

	French	Others
Greater Montreal	60.37%	39.63%
Surrounding Cities and Towns	88.5%	11.5%
Rural Districts	85.4%	14.6%
in the MONTREAL MARKET DISTRICT		

STRONG MAY BE STRONG ENOUGH IN ONE LANGUAGE, HOW ABOUT THE OTHER?

Lumber Groups Push Housing

Create Advertising Service for 23,000 Dealers and Co-operate with Local Newspapers

By Carlisle Davidson

A NEW merchandising and advertising plan especially designed to enable the lumber industry to benefit from the Government's Better Housing Program is now being launched. It is a radical departure for a class of manufacturers whose products have hitherto been disposed of by methods which were, in their practical workings, little better than the auction block.

The National Lumber Manufacturers Association set out early in the summer to effect a working alliance with the National Retail Lumber Dealers Association, these efforts culminating in an exchange of letters, by which the two organizations undertook co-operation in a merchandising plan. Meanwhile, at the headquarters of the manufacturers' association, architects, engineers, advertising copy writers and designers were busily engaged in working out the details of the campaign.

Just about the time, however, when plans and agreements were perfected, rumblings were heard of a disagreement among manufacturers regarding the retention of price control in the Lumber Code. Fortunately, this vexing question was brought to a head and settled at a three-day mass meeting of the entire industry which began in Chicago, October 3, resulting in a thirty-five to one vote by the Lumber Code Authority to retain minimum cost-protection prices.

With the bug-a-boo of a chaotic price situation banished, for the time being, the two national lumber associations heaved a sigh of relief and announced their carefully nurtured and fondly cherished merchandising plan.

This provides for reaching the public through the dealer and enables the latter to offer, instead of so many thousand feet of drop sid-

ing or so many bundles of shingles at such and such a price, a home—complete from the brass knocker on the front door to the garden trellises in the back yard. The legitimate retail lumber dealer and contractor will be enabled to compete at a distinct advantage with the speculative builder.

This will be accomplished by aiding local retail lumber merchants all over the country with an advertising and plan service. Once each month 23,000 dealers will receive a publication, "Lumber Merchandising News," showing ready-written advertisements which depict attractive cottages in the moderate-price range, together with a miniature reproduction of the floor plans, the texts carrying a description, with space provided for the declaration in bold type that so many dollars "will build this charming cottage on your lot."

Dealer Can Easily Estimate Price

The price, of course, will vary with the locality, as the proximity to source of supplies, wages and the costs of doing business vary. With the mat of such advertisements, the dealer will be supplied blueprints of the plans for the house, with a complete material list, specifications, and an estimate book, which will enable him to determine quickly the price at which the home can be built in his locality.

All of the houses illustrated in the advertisements and covered by the plans are the work of registered architects and represent not only good, well-arranged and economical small designs, but also recommended construction practices and standard yard material items. Costs have been kept down in practically all cases by the use of stock window frames and doors,

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trim, etc. Practically none of the houses demands any especially made millwork. Some standard built-in features are specified, others are optional. In order to guard against "sameness," the National Lumber Manufacturers Association was careful to engage a corps of architects; as a result there is no suggestion of the repetition which would have been evidenced had the plans been worked out by one man.

This merchandising scheme enables the retail lumber dealer or contractor, for the first time, to advertise the price of a complete small home, illustrated, in his local newspaper.

One advantage of this plan lies in the fact that instead of dumping an avalanche of plans in the lap of the retailer at one time the plans will be brought out gradually, a few newly designed small houses being shown each month. Nevertheless, mailing folders illustrating five or six of the small homes which appear in "Lumber Merchandising News" will be available from time to time, so that newspaper advertising can be supplemented with mailings.

The two associations, however, will not trust to the initiative of the retailer. Advertising managers of daily newspapers all over the country will be supplied with proofs of the service at the same time they are given to the retail dealers, and the suggestion directly made that lineage can be sold by using the material. The dealer will be advised to keep up a constant fire of small or moderately sized insertions rather than depend upon a half- or full-page splurge now and then.

The mats are delivered to the retail dealers at somewhat less than actual cost, and the working plans, material lists, and specifications for the house together with the estimate book, are supplied at a nominal fee. To effect a division of the work, the National Lumber Manufacturers Association has undertaken the preparation of plans, advertisements, etc., and the National Retail Lumber Dealers Association assumes the work of distributing them to its units.



1. What magazine has given the most timely and concise picture of the causes of the present labor disturbances?

2. Why did 103 famous men of American finance sit down and write voluntary letters commenting on an article by Eustace Seligman regarding the Securities Act?

3. What monthly magazine of 100,000 circulation now offers a ten-day closing date for advertising?

Answers on page 97



Says A. N. A. to A. B. C.

How the Advertisers Stand on Rate Structures and Why Co-operation from All Parties Is Advisable

NOT pessimistically, but pointedly, Allyn B. McIntire, president of the A. N. A. and vice-president and advertising manager of the Pepperell Manufacturing Company, told the Audit Bureau of Circulations at its twenty-first annual convention about the ills and evils of inter-relations in advertising and suggested methods for their cure and correction.

Mr. McIntire commended the A. B. C. for its demonstration of the efficacy of co-operative action. He paid deserving tribute to the great body of sellers who have contributed so much to the development of advertising and of business, which is dependent upon advertising.

"They haven't been content," he said, "merely to offer so much white space, interpreted only by a meaningless maze of figures; they have supplied the *vision*, based on faith; the *persuasion*, based on knowledge of selling; the *proof*, based on costly research, without which business would not have developed to the record proportion witnessed in the past decade." But—

Advertising, trailing business instead of leading, is at its turning point. And now "business needs something more from the selling side of advertising than it has been getting." Advertising must overhaul its structure.

The speaker quoted a report issued at last June's meeting of the A. N. A.—a report that viewed with alarm the forcing of circulation. Since June, Mr. McIntire said, the situation has grown worse. And now it presents a serious challenge.

"Media rates and circulation structures can only be adjusted to conform with present-day conditions by co-operation between groups. . . .

"Advertisers need help, not hindrance, from media owners; and

the trend of things causes advertisers to feel that their side of the situation is being ignored—certainly an unhealthy condition."

Conversation, discussion, action through co-operation—these, the speaker said, had brought about improved relations in other advertising relationships. He cited agency compensation—and offered a few frank opinions—

"The A. N. A. has consistently opposed and will continue to oppose any provision in an NRA code for agencies that seeks to freeze a single system of compensation on an advertiser. As to whether agencies should or should not have a code is not of its concern. It has never suggested that there should or should not be a code for the agency field. The matter becomes one of concern only when a proposed code oversteps the bounds and seeks to regulate advertisers."

Of the forthcoming A. N. A. study, Mr. McIntire said: "It is intelligently planned and executed. It is not selfish in the interest of any of the parties concerned. . . ."

Broadening the scope of his discussion, Mr. McIntire also declared:

"The advertising structure as we have known it must change. That change can come about by evolutionary processes, or it can come about by collapse. The former process should be welcomed and encouraged, and the latter should be avoided by all means, for it would be far too costly for all concerned. . . .

"I hope I have set you thinking. And if I have, the question in the forefront of your minds may very well be: 'What does the A. N. A. propose to do about this?'

"I hope you will ask us that; and when you do, I hope you will come prepared, through appointed representatives, to carry on from that point; for you will find us ready and eager."

GREAT BRITAIN'S GREATEST DAILY



America's richest
and most compact
overseas market
is dominated by
the "Daily Herald"
with the largest
daily net sale
of any newspaper
in the world.

DAILY HERALD

WORLD'S RECORD DAILY NET SALE

2,040,000

Arthur Phillips, Advertisement Director, The "Daily Herald," 6 "Long Acre, London, W.C.2

Mr. Frank O. Young, who in 1921 became vice-president of the James M. Riddle Company, which in 1928 was changed to Riddle & Young Company, has severed his connection with our organization to take a position in the magazine field. For a number of years past, Mr. Young has been in charge of our New York office.

It is with genuine regret that we announce Mr. Young's resignation and he takes with him our best wishes for success in his new field of endeavor.

We will continue to maintain offices in both Chicago and New York, but the name of our organization will be changed to James M. Riddle Company—the name under which we operated from 1921 to 1928.

RIDDLE & YOUNG COMPANY

JAMES M. RIDDLE, Pres.

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NEW YORK

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Agency Solicitation Errors

System Needs Overhauling in Many Places, Say Advertisers; but There Is Another Side

By Bernard A. Grimes

DO many advertising agencies need to overhaul their methods of soliciting new business? It would seem so if serious consideration is to be given to several observations advanced by advertising executives.

Robert Tinsman, president of the Federal Advertising Agency, Inc., in a recent article in *PRINTERS' INK MONTHLY*, related an incident which summarized some of the most commonly referred to criticisms.

"One of the world's greatest men's wear houses once told me," he said, "that it had invited a dozen 'leading' agencies to formal solicitation of its advertising. Not a single one showed any real knowledge of the clothing or haberdashery business. Several relied entirely upon social contacts or bankers' influence to 'put it over' for them, and assumed the prestige of an imposing list of clients, and elaborate offices would provide all the background necessary."

Lack of knowledge on the part of an agency of a prospect's business is quickly detected by the advertiser. He may be amused or he may be amazed. Whatever his feeling, it quickly turns to resentment when the new business man follows through on the premise that the advertiser isn't doing all that he should to make the most of his advertising opportunities, that he is not getting the job that he should from his present agency affiliation, that he isn't tapping the full potentialities of his market and that what he needs is a research study.

These tactless solicitations are made—more numerous than many agencies realize—else they would not be mentioned time and again by advertisers when they discuss the results of interviews.

Each of the advertisers who were asked to comment on their

experiences made clear their willingness to listen to suggestions from advertising agents who had studied their problems. But they were emphatic in decrying all attempts at interviews which, to quote one advertiser "amount to nothing more than agencies peddling their services."

There also is the desire, seemingly too seldom taken into consideration, to have interviews frankly arranged. Lee H. Bristol, vice-president of The Bristol-Myers Company, ably expressed the sentiment of advertisers in this respect in his discussion on agency selection.

"Solicitation of accounts by advertising agents," he said, "has now reached the subtle stage. But I don't mind solicitations of any kind (not too frequently!) and for obvious reasons.

"If someone has put thought into my advertising problem I want to get his slant. But the prospects of my being interested are not so keen when the arrangement to bring this to my attention must involve subterfuge or too subtle a stage setting."

Almost Hesitates to Make Luncheon Dates

His feelings are shared by another executive who says the situation has become so acute that he hesitates to make appointments for luncheon. Whenever he finds that an unexpected member has joined the party, he is positive that he is in for a solicitation before the meeting is over.

The executive of a large cosmetic concern deplores what is described as "the utter ignorance agency new-business men have of our business."

"I do find some of the solicitations intelligent in their presentation," he said. "Such interviews

are, however, the exception. We have been in business for a half-century, mind you. We have been advertisers practically all of these fifty years. Yet I am expected to sit and listen to agency representatives who, with a smart-alecky attitude, talk about helping to put us on our feet.

"They are pitifully unprepared to substitute anything for what we are now doing. They expect me to tell them all about our business so that they can start thinking about it. Of course I appreciate that agencies can take on accounts in a new field and, if they are soundly built organizations, probably do an effective advertising job. But what burns me up is the fact that solicitors give no reason why we should upset our existing arrangement just to give another agency the account.

An Idea So Good It Was Already in Use

"Specifically, there was the instance when an agency wrote us that it had a good idea. When the big idea was divulged, after preliminaries which assured the agency that its brain-child would not be kidnaped, we found it was precisely what we were doing. While this incident proved that the agency had not studied our current advertising, at least some initiative was shown in bringing us an idea. Another agency was greatly abashed to find that the idea it was submitting was one that a competitor in our field was using."

The solicitations received by this advertiser range from letters to elaborate presentations submitted in person by three of the soliciting agency's executives. The soundest presentations, in his opinion, are those based on a knowledge of the prospect's industry. Given two or three desirable agencies to choose from, selection finally boils down to a choice of personalities. This, in the net, involves the client's judgment of the talent which goes to make up an agency staff.

It is clear that one error to avoid has to do with attempts to talk to advertisers in terms of their own business. This does not include copy ideas, because these are

in the field in which an advertiser is ready to converse with the agency at least on even ground. Before quoting an advertiser of a cleaning fluid on how he thinks solicitations should be made, it is interesting to relate one of his experiences.

This advertiser, and it is hard to believe that such a thing could happen, had an agency representative lay forth plans which would help him to increase the distribution of his "disinfectant." At first the advertiser was puzzled until it became evident that his caller entirely misunderstood his business. But the story was heard through.

"What would you think of a man," the visitor was asked on the wind-up of his presentation, "who came to you and took all your time telling you how you could increase the sale of a disinfectant, when you were the maker of a cleaning fluid?"

The agency man's answer is unknown but it is hoped that he learned a lesson.

This advertiser believes that solicitation should be made on the record of performance for other clients. If an agency is determined to talk the prospect's business and markets, he invites a challenge upon himself and he should thoroughly dig up at least enough knowledge to be able to talk intelligently about the problems of that business.

Some Neglect Even a Simple Check-up

Some of the checking up is so obviously simple that it is no wonder that the prospective client feels that his time is being imposed upon. Take the case of the agency man who walked in on an advertiser with an idea for an outdoor bulletin which the advertiser was told he had in Times Square. It took the wind out of the agency man to be told that the advertiser had not had a bulletin on display in that section for the last eight years.

A. O. Buckingham, advertising director of Cluett, Peabody & Company, also has found that many agencies strive to solicit an account on their merits without knowing what those merits are. He cited an

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THE MOTION PICTURE UNIT

Motion Picture

Movie Classic

Announces

STRONG NEW OWNERSHIP!

THIS announcement is of deep significance to advertisers who scrutinize carefully the financial responsibility of film magazine media.

Under its new ownership, Stanley V. Gibson will continue as President and Publisher and will have associated with him Samuel J. Campbell, President and Treasurer of Kable News Company, one of the largest magazine-distributing organizations in America, and Vice-President and a Director of Kable Brothers Company, one of the country's largest publication printers; Warren A. Angel, Vice-President and General Manager of Kable News Company and A. K. Taylor, executive of Kable News Company.

By this announcement, MOTION PICTURE UNIT, long regarded as the most attractive advertising investment in its publishing classification, returns to a position of impregnable financial stability.

MOTION PICTURE UNIT has always led the way in the intelligent and artistic presentation of Hollywood news and romance. It has served through these years as the pattern for all successful film publications.

The high editorial standards and excellence of mechanical production will be maintained. MOTION PICTURE UNIT will be even finer than ever in appearance and attractiveness.

Thus, MOTION PICTURE UNIT once more re-affirms its former position of leadership in no uncertain way.

MOTION PICTURE UNIT

STANLEY V. GIBSON, *Publisher*

ANNOUNCING

THE FIRST ISSUE OF

Rural Progress

Reg. U. S. Pat. Off.

NOVEMBER, 1934

A new monthly publication, guaranteeing to advertisers COMPLETE coverage of the most productive areas of America's Number One Rural Market—with 2,000,000 controlled circulation.

Breakdown on request



Maurice V. Reynolds, Publisher • George Martin, Editorial Director
John M. Wyatt, Director of Advertising • RURAL PROGRESS, Inc.
• Editorial Offices, 22 West Monroe Street, Chicago, Illinois •
Executive Advertising Offices, 202 East 44th Street, New York City

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example. Back in 1923, one of the products in the line enjoyed a big year. The item slipped in popularity and eventually became unprofitable, yet today the company still receives solicitations based on that product.

"It is surprising," said Mr. Buckingham, "that sight is lost of the fact that we make many other items which are our leaders. When a man starts to solicit on an item that began to fall in popularity eleven years ago, I know that he is insufficiently equipped to talk about our business. But it happens right along and I have had such a solicitation within the last three weeks. And they come from agencies large and small.

"One of the reasons for such poor tact is the widespread practice of employing very young men in the work of contacting prospects. They are sent out to talk to advertisers and, frequently, have no conception of what the business of advertising is about.

"Where efforts are made to solicit our account through social and other influences, they get no attention from us. In our company we delegate to everyone his own job. Our president may listen to a solicitation out of courtesy but, in the end, the caller is referred to me. The president has come up to his position from the sales department as have our other key men to their positions.

Subterfuge Puts Solicitor Under Handicap

"We know selling. We know the little expediences used in selling. When an agency man comes to us through a banker, for instance, he has the strike called on him because it is obvious that he is trying to put over pull instead of a meritorious solicitation. When a man has to resort to the use of a friend's or banker's name to get an interview that has his own selfish interests at heart, he should be at a disadvantage. His subterfuge puts him under a terrific handicap at the start."

An impressive observation impressed upon me in talking to advertisers about this subject is the widespread feeling that too much

stress is being put into getting new business—energy which, it is felt, would be more productive if expended in behalf of an agency's present clients.

"Where most agencies fall down," Mr. Buckingham says, "is in the matter of keeping a client pleased. That goes much further than merely contacting the advertising manager. If we are selling an account, it is our chief concern to keep that account sold. So it must be with agencies—an account in hand is worth more than one that is a prospect.

Should Keep in Contact with Key Executives

"You cannot do your best unless you keep everybody in the client's organization pleased with your work. Every advertising manager has his company's advertising closely watched by his superiors. They all must approve it; but if he is the only individual in the client's organization whom the agency is contacting, the advertising manager, the client and the agency all lose what should be a valuable help.

"The agency should be bright enough to contact all the key men as part of its co-operation with the advertising manager. The agency that does so has a better chance of holding an account if it is keeping everybody sold on its service."

This procedure, of course, is one that is widely followed, sometimes with difficulty. It presents a problem in other instances where the advertising manager makes himself his company's advertising all-inclusive contact, who does not take his associates into his confidence. That man, no matter how big he is even should he be the head of his company in charge of advertising, is doomed to failure, Mr. Buckingham declares. Although one executive should be responsible for carrying out plans, advertising should never be the concern of just one man in a company.

It is Mr. Buckingham's belief that the best solicitation that an agency can make is to present a record of its present clients. He would make no promises.

"I would not," he said, "try to

talk to a man in the terms of his own market, or tell him how to increase his business. I would talk only of the jobs that I had done. I would frankly admit 'I don't know about your business but this is the way we did so-and-so and here is what we accomplished. We think we can do the same thing for you if you will give us a little time.'

"Lost accounts I'd discuss frankly. 'Here is what happened,' I'd say, 'and here is the record of sales. We don't know how we lost it. Maybe it was through some fault on our part. We really don't know.'

"Frankness and honesty have the strongest selling power."

If the use of friendship in selection of an agency has been decried, there are proponents for it, provided the prospective agency satisfies the advertiser that it has a promising plan. Edward P. Ricker, Jr., vice-president of Hiram Ricker & Sons, holds to that belief.

"It is my opinion that if an account stays with one agency too long," he said, "the agency gets stale. Therefore when something new and good was presented to us, we made a change. In the first instance I might say that the account was solicited through friendship."

One of the principals in the agency had known the company's product since he was a boy. He also knew the company's distribution. He gave a presentation to the board which it was felt had the

foundation of excellent advertising.

"But we must admit," Mr. Ricker continued, "that a great many agencies have solicited our account and told us that they could do a good job but have never presented anything to us that was really new."

Another slant on agency solicitation is contributed by William A. Hart, director of advertising, of E. I. du Pont de Nemours & Company. "I find," he says, "that in self analysis the agencies for whose work and organization I have the most respect and in whom I would have confidence, are those who depend almost entirely on keeping their organizations and their work before me by their own advertisements in the business press and by direct-mail presentations of representative campaigns.

"Spectacular presentations and high-pressure selling no longer impress business executives who have had much to do with advertising. In fact, I feel that they tend to undermine confidence in the whole agency set-up, if not in advertising itself."

It may be reasonably accepted that the opinions given by the executives quoted in this article are representative of advertisers as a whole. Of course they see the problem from their side of the desk. Other advertiser executives have held to some of the same viewpoints, only to change over to agency work and see that the problem has another side.

That side will be discussed in a succeeding article.

Appoints Stephen H. Babcock

Stephen H. Babcock, for twelve years with the merchandising division of the Westinghouse Electric & Mfg. Company, has been appointed division manager of the Chicago and Cleveland districts on *Electrical West*, a publication controlled by the McGraw-Hill Company of California. His headquarters will be at 520 North Michigan Avenue, Chicago.

Death of Harold D. Weil

Harold D. Weil, who had only recently assumed the editorship of the advertising column in the *Chicago Journal of Commerce*, died last week at that city. He was twenty-six years old. Mr. Weil was formerly with the McCormick-Armstrong Press, Wichita.

New Orleans Club Elects

J. Earle Owings has been elected president of the New Orleans Advertising Club. Other officers elected are: Vice-presidents, Mrs. Kay Walker and Ralph Dwyer; treasurer, Margot Burvart; financial secretary, Adrienne Schaefer; and librarian, Leonard Gessner. E. Davis McCutcheon is the club's Better Business representative.

Campaign on Honey-Bunch Raisins

The Consolidated Packing Company, San Francisco, is starting a campaign in leading newspapers in eight Eastern territories on Honey-Bunch raisins. Twenty-eight-inch copy is being used. Emil Brisacher and Staff, San Francisco, are handling the campaign.

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Sales Manager, 1940 Model

Five years from now, according to Mr. Powel, the sales executive who is big enough and smart enough to rise to his opportunities, will be a much more important element in the commercial scheme than he is today. There are, however, certain things he must do, certain conditions he must meet, if he is thus to fulfil his mission. Speaking before the Sales Executives Club of New York, Mr. Powel set forth his thoughts as to these duties and conditions and how to meet them. What he said is of pre-eminent interest to the sales manager of this very day; five years is not such a long time either in human life or in merchandising.

By Harford Powel

Vice-President, Kimball, Hubbard & Powel

HOW will the 1940 sales executive find the right company in which to work? With but few exceptions, we are all working with the wrong companies right now. We are working with companies that were just about ideal for 1875, for 1895, or for 1925. But for these strange new times, their organization is upside down.

In old days, and right up to the present, a manufacturer first set up his factory, and then gambled on his organization's ability to sell. More often than not, it *could* sell at a profit. In 1929, 60 per cent of our corporations managed to earn a profit. But if it couldn't sell, the factory was washed out. All its people lost their jobs, all its stockholders their money. In the more civilized period just ahead, selling will be guaranteed before there is any financing.

Consider please. This is significant. At the present time, and for many years to come, any man who has made a sale—who holds a *contract* in his hand—can get all the financing he needs.

Although the bankers don't know it, because the sales executives don't realize it, the long battle between the sales executive and the financial controller has been won by the sales executive. As long as you do sell, you have the whip hand.

Until recently, a group of men forming a company would elect

themselves president, vice-president, secretary and treasurer, and then say: "Whom shall we hire as sales manager?" But not any more. Unless the sales manager is in the original group of incorporators, unless orders are in definite sight, unless contracts are plainly visible, it is impossible to get the financing a new company needs.

Have you ever considered that this is what is really behind the slowness in making present-day loans? Only yesterday Jesse Jones said to the bankers, "Don't consider you are *buying* the collateral. You've got to have some faith in the man's ability to liquidate the loan. Whenever the man can *prove* his ability to *sell* himself out of a hole, I imagine he has considerably less trouble getting loans."

As for old companies, unless they put a capable sales executive in control, and unless he is accountable only to the directors for his expenditures, and for the orders he gives to engineers and factory superintendents, there can be nothing ahead for those old companies but disintegration and decay.

I cannot predict what company you will work with, in 1940. But it will be your company, and at its meetings you will sit at the head of the table—and will continue sitting there as long as you sell its wares.

How will you find the right markets? Because, of course, you will

Harnessed with Business

TYPICALLY, PRINTERS' INK MONTHLY for November (out today) contains timely articles, mostly with executive appeal.

For example:

Roy Dickinson's article, editorial in nature, points the way for **Business and Government to pull in harness**. A half-dozen thoughtful leaders commend efforts toward an era of better feeling.

David C. King explains what is happening with **local business men** empowered under Federal statutes to **make their own laws** for industry. Not nice reading, all of it, but vital to many executives.

Robert J. Keane tells why he votes for a **planned sales talk**.

Don Gridley gives highlights of year's campaigns of **leaders in mail advertising**.

Eight more radio headliners tell what they would do if they were **czars of broadcasting**. This series is causing a stir.

The regular monthly feature article—this time by C. B. Larrabee on **"The New Package."** An authoritative article, to which nothing need be added, nothing may be subtracted.

No mechanical rabbits being chased in P.I.M.—it's all meat.

PRINTERS' INK MONTHLY
for November

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eternally pursue the people who will be your customers. Under vague, old-fashioned methods, a factory first produced a product and then told the sales executive to sell it. Many an executive dissembled his real opinion of the new product, stiffened his lower lip, and did sell the product at a price determined by cost accountants working for his friend, the controller, or else determined by competition. But not any more.

Men like H. G. Weaver, of Detroit, have proved that even our largest corporations can become extroverts, can study consumers before they start designing. In a little business, this is easy enough, although no little business that does it need stay little. In big business, facts about demand tread on the toes of a hundred important officials who are paid to guess them.

Finding the Market in 1940

You will find your markets, in 1940, by an extension of H. G. Weaver's methods. You will send out questionnaires, very simple ones, but lots of them, to determine if women really want the sort of literature or lipsticks you want to sell. You will ring lots of doorbells, interrogate lots of housewives. You will find out when people can buy, and when they can't.

The old spirit of thrift was due to conditions existing when people had to save money to start factories. Now they have to spend money to keep those factories going, and to keep their stock certificates out of the wastebasket. In your grandfather's day the worst term of social reproach was "spendthrift." Today it is "tightwad." The whole social history of this republic is in those two words.

Grandeur, gorgeousness, and luxury have become respectable. The most poverty-struck college student now expects to play football in silk pants. Women used to buy clothes that would wear. Now fashion changes so quickly that women buy millions of dresses, coats, blouses, and accessories which they know cannot last. But they are gor-

geously in style for a few wearings. For less than a dollar, Mr. Rockefeller admits all-comers into the most sumptuous theater building in the world, gives them a magnificent show, and a full chance to wander in the grandest lobbies and rest-rooms ever seen.

The sales manager of 1940 will take far more account than he does at present for this craving for luxury, this determination to enjoy the sweets of life. He will give people what they want. He will not indulge in his present mania for depressing prices. All of us, every man and every woman, in the long run buy what we want to buy.

I am not going to prove this point. Just search your memories, and see if you ever abstained from buying anything you sincerely craved. Our business, as sales executives and advertising men, is not to save other people's money for them, by marking down prices, our business is to supply people with what they want. People will always pay for such things. This is a platitude. But how much agony and loss it would have saved all of us, if we hadn't forgotten it in our effort to sell unwanted, or only slightly wanted goods—and worse yet, to try to drum up a false demand by slashing prices.

Building a Sales Staff in the New Era

How will the sales executive of 1940 find the right salesmen to work under him? You know how. Under present budgetary limitations, imposed by the controller's office, you may be crippled as sorely as a general without an army. But when the whip is in your hand, and the controller keeps the score of your game, but doesn't try to umpire it, you will have the kind of men you need, and as many as you need.

Can I record my surprise at hearing from a capable salesman, with whom I sympathized because his company was not advertising, and, therefore, not supplying him with "leads," that he preferred not working with leads? He said: "A straight cold canvass without call-

backs gets more orders than the most elaborate system of lists, leads and follow-ups, because I get quicker to the percentage of men in every hundred who will buy."

This anecdote is not flattering to the advertising business. If it persuades you to reduce your present advertising to the actual vanishing point, I still shouldn't be sorry—because I think that you ought to cut out the advertising you are doing now, take a fresh start, and do it better, and on a far less niggardly scale.

In 1940 how will you find the right advertising agency? Mark my words, you will need it. When business wakes up to the amazing possibilities of advertising, when business men begin to call their advertising shots and spot their hits, then woe betide the company which does not advertise lavishly and shrewdly and well.

What do I mean by shrewdly? Well, there is a girl in Kansas City, who supports a mother and uncle. After losing her \$16-a-week job in a store, she tried hard to find work. She ran classified ads saying she was honest, hard-working and had good references. Still she could get nothing. Too much competition.

She ran an advertisement like this:

Young lady—unreliable, dishonest, lazy, desires position cook's helper, waitress, soda fountain clerk; short hours, big pay; poor references; I don't want to work, but have to. Phone Linwood 8376.

In one day she had more than a hundred replies. All because she wrote something that stuck out on the page, and did not cancel out—like most advertising—against the competition of all other advertisers. Also, I think—and I don't

know the young woman—that her copy was probably true. Nothing in advertising pulls like the truth. It has seldom been tried. But it invariably has a kick like a mule.

Up to now, few advertisers have selected their advertising agencies. It is the other way round. Agencies are numerous, and good big juicy advertisers are few, and behind the scenes agencies snap like barracudas at each other's best accounts.

That's just a little slice of life, and I'm not mourning over it. But I do say to any sales executive who means business in 1940, that he'd better look coolly at a good many agencies and then make his own choice. Choose among us. Don't be chosen. Find an outfit that's too busy advertising its advertisers to come blandandering after you.

Last night, thank God, I ran across something which cheers me up. It seems that Sir William Herschel, the great astronomer, was the first man to see the planet Uranus, the first to see 2,000 nebulae, the first to measure the mountains of the moon. These achievements brought him a nice pension. They also brought the fat King George IV to call. It was a shock to his Majesty to find that Herschel had cast his great reflector, the biggest lens in the world, in a mould made of pounded horse manure, and that his delicate little sister Caroline had insisted on doing a great deal of the pounding.

Yet England's king walked through the barrel of Herschel's great telescope and dragged the Archbishop of Canterbury after him with the remark: "Come on, my Lord—this is the way to Heaven."

It is by just such means, however earthy, that mankind does reach the stars.



Opens Detroit Office

F. H. Weissinger has moved from the Chicago office of Free & Sleining, Inc., radio station representative, to become manager of its newly established Detroit office, with headquarters in the General Motors Building. He formerly was with the Detroit office of Campbell-Ewald for ten years.

Adds National Biscuit Subsidiary

Bishop & Company, Los Angeles, a subsidiary of National Biscuit Company, Bishop's Ground Chocolate, and other food products, have appointed the Los Angeles office of Botsford, Constantine & Gardner to handle their advertising account. Outdoor advertising will be used at the start.

THE TIDE OF TRAFFIC FLOWS TO FLORIDA

Another great season looms in Florida—perhaps the greatest of all! For hotel reservations and house leases already presage the greatest season in Florida's history.

America's buying power—cash buying power—will again be flooding those broad Florida highways. For it is an outdoor minded throng that flocks to Florida, ever responsive to Outdoor Advertising.

Packer of Florida has made further extensions in its Florida operations. It covers more than sixty cities and towns, and the Packer organization in Jacksonville is excellently equipped to conduct your Florida campaign with splendid coverage at low cost. Early reservations are advised because we have already received more advance contracts than in any previous Florida season.

PACKER
OF FLORIDA INC
JACKSONVILLE

September Chain-Store Sales

Company	September 1934	September 1933	% Chge.	9 Months 1934	9 Months 1933	% Chge.
*Sears, Roebuck (a)	\$31,201,216	\$26,311,738	+18.6	\$215,734,767	\$177,066,524	+21.8
*Mont. Ward (b)	23,093,465	16,583,708	+39.2	152,706,332	114,027,172	+33.9
F. W. Woolworth	21,342,021	21,642,104	- 1.4	185,477,994	170,486,890	+ 8.8
J. C. Penney	19,984,407	16,288,141	+22.7	140,105,566	115,087,382	+21.7
Safeway Stores (c)	19,896,052	18,415,028	+ 8.0	183,591,201	167,216,338	+ 9.7
Kroger G. & B. (d)	17,207,842	16,049,144	+ 7.2	168,434,418	156,374,624	+ 7.7
First National (e)	10,463,223	10,098,350	+ 3.6	55,118,900	52,562,469	+ 4.8
S. S. Kresge	10,413,911	10,634,773	- 2.1	93,430,021	84,688,595	+10.3
American Stores (f)	8,354,964	8,299,376	+ 0.6	84,907,317	80,736,062	+ 5.1
W. T. Grant	6,571,803	6,433,228	+ 2.1	55,235,248	51,185,416	+ 7.9
S. H. Kress	5,684,751	5,405,554	+ 5.2	50,700,847	42,221,337	+20.1
National Tea (g)	4,809,116	4,923,028	- 2.3	46,437,831	48,260,919	- 3.7
Walgreen	4,466,890	4,262,172	+ 4.8	39,419,630	34,063,194	+15.7
J. J. Newberry	3,270,997	3,042,629	+ 7.5	27,512,523	23,151,604	+18.8
Melville Shoe (h)	2,549,956	2,028,993	+25.6	19,662,108	15,075,005	+30.4
H. C. Bohack (i)	2,174,372	2,225,087	- 2.2	20,418,988	19,817,097	+ 3.0
G. C. Murphy	2,105,135	1,912,000	+10.1	18,577,793	14,284,105	+30.0
Grand Union (j)	2,063,166	2,178,733	- 5.3	20,645,268	20,498,790	+ 0.7
Interstate Dept.	1,544,529	1,479,576	+ 4.3	12,331,879	10,858,375	+13.5
West. Auto Supply	1,492,000	1,100,000	+35.6	12,069,000	9,056,000	+33.3
Dominion Stores (k)	1,475,326	1,569,470	- 6.0	14,674,382	15,082,728	- 2.7
Edison Bros. Stores	1,456,693	1,160,315	+25.5	10,165,588	7,498,521	+35.5
Jewel Tea (l)	1,363,333	1,148,974	+18.6	12,878,182	10,641,021	+21.0
Peoples Drug	1,335,204	1,268,744	+ 5.2	12,003,766	11,308,255	+ 6.1
Neisner Bros.	1,296,516	1,249,223	+ 3.7	11,780,251	10,054,000	+17.1
Lane Bryant	1,023,951	945,679	+ 8.3	9,511,474	8,257,964	+15.2
Schiff Company (m)	814,153	726,168	+12.1	7,806,031	6,574,431	+18.7
M. H. Fishman	294,211	278,313	+ 5.7	2,254,805	1,792,372	+25.8

*Includes both chain and mail-order sales.

(a)—4 and 36 wks. ended Oct. 8.	(g)—4 and 40 wks. ended Oct. 6.
(b)—For Sept. and eight months.	(h)—4 and 40 wks. ended Sept. 29.
(c)—4 and 40 wks. ended Oct. 6.	(i)—4 and 35 wks. ended Sept. 29.
(d)—4 and 40 wks. ended Oct. 6.	(j)—4 and 39 wks. ended Sept. 29.
(e)—5 and 26 wks. ended Sept. 29.	(k)—4 and 40 wks. ended Oct. 6.
(f)—4 wks. and 9 mos. ended Sept. 29.	(l)—4 and 40 wks. ended Oct. 6.
(m)—4 wks. and 9 mos. ended Sept. 29.	

Number of Stores in Operation

	End of September 1934	End of September 1933		End of September 1934	End of September 1933
Kroger Grocery	4,356	4,512	Melville Shoe	577	518
Safeway	3,200	3,283	Walgreen	483	470
Jewel Tea (units end of Sept. 8)	1,528	1,439	W. T. Grant	461	454
J. C. Penney	1,467	1,469	S. H. Kress	227	230
National Tea	1,240	1,316	G. C. Murphy	181	179
S. S. Kresge	727	720	Peoples Drug	115	113
			Neisner	82	78

According to a compilation made by Merrill, Lynch & Company, 25 chain-store companies, including 2 mail-order companies, reported sales of \$183,980,350 for September, 1934, compared with \$164,973,324 for September, 1933, an increase of 11.52 per cent. For the first nine months of 1934 the compilation shows that 25 chain-store companies, including the 2 mail-order companies, showed total sales of \$1,518,979,089, compared with \$1,311,285,535 in the corresponding period of 1933, an increase of 15.83 per cent.

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Spigots in Packages

Altered Buying Habits Lead to New Outlets, New Containers for Plumbing Fixtures

ONE of the common fallacies in business is the assumption that buying habits remain static. It is easy to succumb to the belief that simply because one's product happens to have been sold through wheelrights since granddaddy's day, the wheelright is the best of all possible outlets.

Up until a few years ago, plumbing fixtures were distributed chiefly through plumbers. The installation of a faucet or the replacement of a washer was formerly a job strictly for the plumber who not only handled the matter but furnished the materials as well.

The consumer, of course, still relies on his plumber whenever any major plumbing problem arises, but recently he has learned that the changing of a fixture is neither complicated nor mysterious and that the job merely requires simple methods.

Women, moreover, have noted with interest the development of plumbing fixtures from plain, old-fashioned spigots stamped "hot"

and "cold" to modern artlined, streamlined fittings in sparkling chromium. Having become conscious of the possibilities of dressing up their baths and kitchens, they turned by force of habit to the retail establishment where they may hand pick these new fixtures in the same manner by which they have always selected their home furnishings.

These two factors have helped to make the retail hardware store an important plumbing fixture outlet, with general economic conditions contributing their no small mite.

At a meeting some time ago of the executives of Fisher Brass, Inc., the company under discussion, these new buying habits were causing no end of furrowed brows. Plumbing fixture merchandising methods did not fit consumer buying habits and vice versa; making for a condition that threatened a full-time working force.

"Why," one executive asked, "can't we make them fit? If con-

Nov. 1

sumers cream, corn flakes, that the ing fix Especial modern be set smart, not?"

Thus simply store m merchan proved fields.

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Tha

sumers want to buy their shaving cream, facial cream, candy and corn flakes in smartly turned packages, there's no reason to believe that they won't want their plumbing fixtures in the very same way. Especially today's fixtures. Their modern, striking appearance would be set off to excellent advantage in smart, colorful containers. Why not?"

Thus the idea was launched, simply by applying to hardware-store merchandising those effective merchandising methods that already proved their merit in so many other fields.

In the development of the new containers several important functions were regarded as essential considerations. First, the new packages would have to carry the fixtures safely and efficiently in transit. Second, they would have to be strong and sturdy to maintain their sharp, clean lines. Third, the dec-

orations and color scheme would have to boast a distinctive flavor to guarantee quick and easy identification by the dealer. Finally, they would have to be of simplified construction so as to enable the dealer to transform the closed package into a smart self-display unit in a three-second operation.

Embodying these qualifications as they do, the new packages add to business lore another instance of a Cinderella product stepping out. For, according to the company, the trade has taken readily to the idea and the lowly plumbing fixture, hitherto relegated to dark and dusty corners, is making a resplendent debut on store counters.

To assist in the process, double-spread and full-page advertisements have been used in the industry's trade journals while field men and representatives are giving verbal repetition to the printed advertising.

Thanks, Mr. Benson!

We liked the idea you expressed in addressing the outdoor advertising fraternity in Chicago recently—posters should decorate the landscape, not deface it . . . Of course, faithful reproduction will help attain that ideal.

—that's where we come in.

POSTERS **ERIE** DISPLAYS
LITHOGRAPHING & PRINTING CO. ERIE PA.

More Hail—and Less Farewell!

(Continued from page 10)

A national advertiser, confronted with the problem found this:

He spent good money to analyze his market, to locate his prospective purchasers (by means of research and investigations).

He spent real money to influence his prospects by means of costly selling and advertising effort.

He devoted further funds to closing the prospects (added selling, administrative and other expense).

All this effort meant an actual cost to him per customer, approximately of \$1,000. But he figured it was worth it. Then what happened? In the first flush of the new relationship, he did some good business with the customer. Then came the tapering-off. More money was spent on sales and advertising to steam him up. But for some reason Mr. Customer slipped away. The loss, with that particular customer, was not alone the amount of potential business the customer was expected to be worth, based upon previous business, but the investment in time, energy and cash to drag him into the fold at the outset.

Another instance comes to mind: A manufacturer of household electrical specialties, in his best year, sold about 32,000 units, wholesaling at \$75 and listing at \$150. That year his books showed approximately 2,000 active accounts—distributors and dealers. On this basis, he roughly figured each account worth to him \$1,200. While admitting that some outlets had a much higher potential, based upon greater business done, than others, he considered when he lost a customer that he was out of pocket \$1,200. But what his calculations omitted was the fact that in addition to the loss of potential business with each mortality, he also was out what it had cost him to get and develop that customer.

What this meant was brought out at the close of his next fiscal year, when an analysis showed a considerable loss in business vol-

ume and a corresponding drop in active accounts—despite the addition of some 600 new customers secured during the year. In that period the books showed that 400 customers became inactive or were definitely lost; 20 per cent of the previous year's 2,000. Naturally the executive inclination was to consider the loss in business volume (amounting to more than a half million dollars) definitely related to the demise of the 400 accounts. Certainly, on the basis of a \$1,200 worth for each customer, the manufacturer appeared not far wrong in his conclusions.

The treasurer, who being Scotch was skeptical, had another viewpoint. "I figure," said he, "that we've lost much more than merely the difference between last year's gross and the year previous. Now if you'll just note these figures—particularly you, Mr. Advertising Man, and you, Mr. Sales Manager":

To investigating market (trade possibilities).....	\$5,000
To trade mail advertising and promotion.....	8,500
To trade journal advertising.....	11,000
To salesmen's expense....	14,000
To distributor-dealer 50-50 advertising.....	6,000
To sampling, premiums and "inducements".....	5,000
To administrative expense (correspondence, etc.)..	4,500
Miscellaneous.....	1,500
Total.....	\$55,500

"This was in addition to our appropriation for national and other forms of advertising. And let me admit here," continued the treasurer, seeing the light of battle in the advertising man's eye, "that this \$55,000 brought some intangible benefits to the rest of the business. But we did spend the money, and I'm basing our calculations upon what we *know* we received, or failed to receive for it.

"Now, during our best year ending January last, we 'bought' 600 accounts at a cost of \$55,000. This year we have lost 400 customers and have spent almost the same appropriation upon our trade promotional work. Which means that each customer was worth not only the \$1,200 of business you gentlemen expected him to do this year, but an additional \$91, representing our cash investment in him—or a total of \$1,291. On this basis we are out \$36,400 more than you estimated. And I could paint the picture bluer if I cared to project the customer's hoped-for, or expected annual business into the future and measure it by the number of years he ought to be kept and classed as an A. No. 1 account."

Of course, our treasurer friend was wrong in some of his reasoning and deductions. Nevertheless it serves to emphasize the fact that a lost customer may mean several tangible losses to a business and some potential losses. It means, or may mean:

1—Loss of actual business he might conservatively be expected to produce, as long as he remained "active."

2—Loss of the investment in money, time and effort to locate, cultivate and close that customer.

3—Loss of the customer's influence on his local trade (if a retailer).

4—Loss of possible future business through the customer's (possible) switch to competing lines.

That this is not an isolated case is attested by numerous studies of various businesses. PRINTERS' INK, some time ago, investigated the dealer mortality of a prominent national organization. It was found that approximately 2,000 new accounts were "landed" each year—a good record for a company in its field, but, in the same period, 1,800 old accounts died! In commenting on this high mortality the editors said—answering the "why," "because too much emphasis was placed on getting new accounts, and not enough on retaining the old." And the further observation was made, "at a time when many re-



ANSWERS

to questions on page 77

1. The Atlantic Monthly, in its August, September and October issues, presented a series of articles on the Labor Question. So timely and comprehensive are these studies that more than 11,000 reprints have been ordered (unsolicited) by American industrialists and statesmen.

2. The Seligman article, "Amend the Securities Act," which appeared in The Atlantic Monthly, created wide and spontaneous interest among influential men because it gave facts and arguments from the viewpoint of the financier which no other publication had presented.

3. The Atlantic Monthly, recognizing the necessity of speed in announcing new models, price changes, new products and new policies, will accept complete black and white plates up to the 10th of the month preceding issue.

YOU CAN REACH MORE IMPORTANT PEOPLE FOR LESS MONEY WITH



CIRCULATION OVER 100,000

Page Rate: \$420 (black and white)

New York • Boston • Chicago
San Francisco • Los Angeles

tailers are failing to discharge their duties in keeping goods moving, this subject is of great importance."

I often wonder how many executive heads of large companies selling through the regular channels overlook the fact that the dealer is more often than not, their only direct connection with the actual consumer; that he is usually the producer's only representative in the locality, and his chief ambassador of good-will. Why, then, is so much time and expense devoted to creating him and so little to capitalizing him, and catering to him?

* * *

If any type of business must court the customer, it is the mail-order house. The manufacturer may lose many outlets by losing a single distributor of his goods, but, on the other hand, he may gain as many through a single new distributor. But the customer usually assumes relatively greater importance to the mail-order company than he does to the manufacturer, or even the retailer. At least, concerns dealing direct with individual buyers appear to go to greater lengths to secure them, retain them and capitalize them, than where the customer is less of an entity. I am referring naturally, to the type of mail-order house that deals direct and not through its retail outlets.

You may remember a publisher-author named Channing Haddock, who advertised widely a book that sold for \$3. The cost of the book, plus mailing charges, added to the actual cost of advertising, amounted to more than the \$3 secured for the book. But the publisher realized that it was worth the extra cost to him for the privilege of locating and listing a live customer. He figured the "loss" a real "profit" because, if cultivated, a considerable percentage of customers were good enough for the sale of a set of books which sold for several times the cost of the three dollar book and netted a satisfactory profit.

Note, I stress that "if properly followed." This publisher, and others who give something away

to gain later, did so because they count upon never "forgetting 'em," once they "get 'em." If they followed the practice of so many businesses and tucked away the customer in cotton, they simply couldn't survive. It is axiomatic in the book publishing business that a list of book customers is worth many times that of a list of prospects. And the book boys go to almost any length to compile these lists. If you've ever been fortunate, or unfortunate, enough to find yourself so listed, you'll agree you never found the publisher "backward about coming forward" with his solicitous follow-up. "Once a book buyer, always one," he believes; but he knows he can't get you and then forget you. Manufacturers might well take a leaf—or a whole volume—from the "libraries" of the mail-order book companies, when it comes to catering to the customer.

Robert Gile, writing in the *Retail Public Ledger*, said:

The number of customers who buy in a department store one year and who do not repeat their purchases in the next year is astonishingly large. There is no better way to prove the importance of persuading customers to repeat their purchases than to quote the actual figures concerning the most popular department in one of the best-known and most successful stores in the United States. This department sells women's hosiery—an article that practically every woman buys once a month at least, and in goodly numbers. It is used by more customers than any other department in this great store. Yet 45 per cent of those who bought hose there in the course of a year had not bought again in the next six months. No possible question as to the desirability of the goods, the prices, or service or anything else reflecting on the store. Simply and definitely a clear-cut proof of the way customers drift around.

The store cited by Mr. Gile has made determined efforts to hold its trade. One wonders what the figures would be had it treated patrons after the fashion of so

**BY HIS WORK YOU
WOULD KNOW HIM...**

• It is appearing in almost every issue of these publications and in many others. He is now and has been for many years head art director for one of America's foremost advertising agencies. He is considering a change

ADDRESS: BOX T-277, PRINTERS' INK

PREMIUMS



Under Our Service You—

Avoid all investment in premiums.

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Receive expert advice and guidance.

Retain your individuality—the catalogs, coupons and shipping being under your name.

Pay after your sales are made.

Write for Free Booklet Covering
Every Phase of Premium
Advertising

**The Premium Service
Company, Inc.**

11 West 18th Street
New York City

Planning a Package Change?

Be sure to read the feature article, "The New Package," starting on page 57 of the November Printers' Ink Monthly.

It's chock full of sound advice that you will want to have at hand when the package question comes up.

many of the lesser establishments we all know. If conditions are bad in a store where customers are "weighed" and "tabulated," what must be the case in stores that make no pretense at customer control?

I have before me figures from an analysis of charge accounts in thirty departments of another successful store. The most impressive fact of the tabulation is that which shows 27 per cent of the customers were inactive for at least a year, or more.

Here is a better-than-average establishment, practically losing one out of every four accounts (and each account, mind you, may mean not one but several buyers)—people *already brought into the store*, supposedly friendly with it, its services, policies and methods of doing business. This percentage doesn't mean that the holders of these charge accounts did not pass through the portals of the store; it means that whether they did or did not, they didn't *buy*.

I happened to be "on the books" of that concern, and I have a neighbor who for a year or more has been continually importuned to "open an account" with it. Looking back over a twelve-month period, outside of the formal bookkeeping statement, and one rotogravure catalog marking a special sale, I have had nothing from it, either in the way of printed or personal contact.

I often wonder how many merchants are kidding themselves in their effort—when they make it—to evaluate customers. They will agree with you that the "priceless ingredient" of the retail establishment is the customer. They will stoutly maintain their zeal in guarding this asset. But few appear to have any customer-consciousness, and fewer have made intelligent efforts to analyze their buying-public and to shape selling and advertising policies to keep them close.

Perhaps the retailer's viewpoint of customer evaluation is best expressed by the remarks of a metropolitan merchant, who says: "As I look back to the infant days of my

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business it seems to me I had a very different idea, then, about the customer. To me the customer was not an abstract, indefinite 'something' as I view him today, but a definite human entity—a personality, that lived and whom I was desperately anxious to satisfy. Now, perhaps as a result of the increasing complexities of our business life, and our modern high-speed tempo, I view the customer in the aggregate . . . as my 'market.'

"Only in the last few years has been borne upon me that we've got to consider the turnover in customers as well as the turnover in stocks. When the charge customer is worth a minimum of \$500 to us, and what it cost us to bring him into our fold, and we find that 25 to 30 per cent of our dearly bought patrons are not repeating in a twelve-month, but are drifting away, it's pretty nearly time we get down to brass tacks and found out the whys and wherefores."

Investigate as many businesses,

large and small, manufacturing, distributing, professional or what have you, and the general story is the same: every possible effort being exerted to create new customers to open up new accounts—new markets. This is all very good and as it should be. But surely there must be enough gray-matter and resources left over to do a little customer-catering! To paraphrase the old axiom: "*Win new customers, but keep the old; the first are silver, the latter gold.*"

And to those who have been following the fetish of mass numbers and distant-pastures, in terms of "markets," let me add this truism of Will Rogers', "*Numbers don't get you nothing; it's individuals that get you something.*"

Perhaps it's high time to give over thinking of our business's life-blood, the Customer, in terms of numbers-in-books, and don our hat and get outside of our business and find out a little more about just what sort of a human being the customer really is.

61 OUT OF 63

REVIEWS FAVORABLE TO

FAITH, FEAR, and FORTUNES

BY

DANIEL STARCH

Here is a book that deals with the vital problems of today. Recent events have already given added weight to many of the author's ideas. Especially is this true of the chapter "Psychology of the New Deal."

This book deals with the important part played by human nature in past and present depressions and booms. It is written by a man who knows people and knows how and why they act.

● Keep abreast of the times and read "FAITH, FEAR, and FORTUNES." \$2.00 from your bookseller or from

RICHARD R. SMITH, 420 Lexington Ave., New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rowner, Editor and President
1908 - 1933

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San Francisco, Los Angeles, Seattle, Portland.

NEW YORK, NOVEMBER 1, 1934

The President on Profits Rumors flit about the White House as swallows encircle a barn. The President is swinging left. The President is swinging right. The President is steering straight ahead.

The President is shelving the Brain Trust. Isn't Tugwell, intellectually reddest of all the radicals, now tucked away harmlessly in Europe? But Moley—it is rumored—is coming back.

But the rumors scatter when the President speaks—particularly so when he speaks as plainly and as unequivocally as he spoke over the air in his earlier fireside chats with the people.

Last week he addressed the bankers. His message followed an "olive-branch" address by Jackson E. Reynolds, president of the First National Bank, of New York, at a general session of the American Bankers Association.

Four of the President's points

brought the bankers some cheer:

1. That the work of emergency agencies in the banking field would be diminished as private enterprise takes up the slack.

2. That, although big expenditures still would be necessary for unemployment relief, all should proceed in the belief that the revival of business will lighten the burden.

3. That other nations appreciate the advantage of arriving, quickly at a level of steadiness in prices and values.

And, most deeply important of all—

4. That a profit system, based on the theory that wealth should come as the reward of hard labor of mind and hand is the spirit of American institutions, its fulfillment coming in the general recognition of each factor in the community.

The *New York Times* reports that, on the point of the profit system, the President edited his script to make his position clearer. In the original, a sentence read: "This is what we call a profit system." This sentence he amended to read: "This is what we call and accept as a profit system." And in his delivery he emphasized the words *and accept*.

May we believe that Mr. Roosevelt is approaching a practical workable plan by which the Government, unbiased by economic astigmatism, may see clearly the policies and methods by which it can enable business to bring about the return of prosperity?

His words bring hope.

Labor and Its Rackets

At a time when constructive, forward-looking leadership is so badly needed on the part of capital, management and labor, it is extremely discouraging to see what happened in Cleveland last week.

There was no strike in Cleveland

and. The national figure both of which the team who carted stores.

As a result Cleveland and 2,200 no fault of out of work days. Cleveland thus intends

It was development of the completion of the Gompers and the most all over happened relations.

Whenever a deal; and thousands of out of work make the single defense against closing up the

It is high house from the type of seeking "leaves in Cleveland court of Indiana

the possibility which will the profits of a large they great opportunity to the conditions which in Cleveland and clean

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cheer- and. There was the old jurisdic-
urgency tional fight between two unions,
would both of which said they represented
erprise the teamsters and truck drivers
who cart food from warehouses to
stores.

As a result, the A & P stores in
Cleveland—300 of them—closed;
and 2,200 store employees, through
no fault of their own, were thrown
out of work. A job is a job these
days. Cleveland's relief problem is
thus intensified.

It was the same kind of de-
velopment which retarded the com-
pletion of the monument to Samuel
Gompers at Washington, one of
the most absurd things which have
ever happened in American labor
relations.

Whenever two unions start squab-
bling between themselves, there is
no one with whom management
can deal; and the net result is that
thousands of men find themselves
out of work when the employers
take the simplest measure of self-
defense against coming violence by
closing up their places.

It is high time that labor cleaned
house from within and got rid of
the type of arrogant and self-
seeking "leader" that caused the
mess in Cleveland. With the new
Court of Industrial Relations, with
the possibility of strong unions
which will take an interest in the
profits of a business as well as the
wages they secure, labor faces a
great opportunity for constructive
help to the United States. But
conditions which lead to what hap-
pened in Cleveland must be cleaned
up and cleaned up quickly.

Huey and the Wardens While his spite
statute aimed at
the advertising
venue of Louisiana newspapers
disposes in the courts, Huey Long
turns his attention to patronizing
higher education.

With a pair of brass bands, a
train of special trains, and some

1,500 cadets of Louisiana State
University, the Kingfish moves
upon Nashville to lend his presence
to and get in the way of the hard-
working officials of a football game
between Louisiana and Vanderbilt.

In Nashville, the Kingfish leads
a parade through the city streets.

Perhaps Huey knows that he
isn't running for anything in Ten-
nessee. And if he doesn't know it,
then, in the interest of good gov-
ernment in the South, it will be
enough that Tennessee knows it.

Except in one detail, the King-
fish has established no preced-
ent. Other Senators have gone
to football games—and wondered
what it was all about. But Huey
took along an armed force, a
grim-faced corps of arms-bearing
Louisiana State Police.

And here was a puzzling preced-
ent; for not often does a high
official of one State invade another
State with an army.

How to let the infantry in? Ten-
nessee faced a problem in diplo-
macy and hospitality. And finally
it was solved by swearing in the
Louisiana State troopers as deputy
game wardens in Tennessee, "to
guard whatever wild life" might
come in.

All of which is another instance
of Tennessee tact. The police went
along to guard Huey. And surely
it took tactful imagination in the
Tennessee capital to envision a
cordon of game wardens, safe-
guarding a hyena.

The Bankers Want to Lend!

Mark Sullivan
insists that what
is impeding busi-

ness—among other obstacles—is not
the banks' reluctance to lend, but
the potential borrowers' reluctance
to borrow.

At the putative love feast be-
tween the American Bankers As-
sociation and President Roosevelt,
Mr. Sullivan reports, "it was as if
the bankers, amiably and in the

furtherance of a public purpose, agreed to be the whipping boy for a responsibility that lies somewhere else."

All of which, of course, was mighty nice of the bankers.

But in another light, the whipping-boy bankers look decidedly odd.

Francis M. Law, retiring president of the A. B. A., called at the White House to assure the President that the bankers are preparing to leap into lending.

Supporting that assurance, Rudolf S. Hecht, A. B. A.'s new president, told the press: "We are going to follow through with that. We have got to play together, and the banks have got to show enough confidence in the people so that they can get loans."

And all of that, of course, is a most laudable intention. But from this distance it appears that, unless the banks can change their psychology, they've tackled a task so uphill as to approach the perpendicular.

The banks *want* to lend money? Any student in a Y. M. C. A. advertising class could have told the grayest graybeard in the A. B. A. that the buyer cares not a hang about what the seller wants to do.

There is the further difficulty of reversing the tide of public opinion. The banks must "show enough confidence in the people so that they (the people) can get loans." Need it be asked: And what of the people's confidence in the banks?

Must it be said, again, that the banks retard the progress of all business by refusing to apply, even to their own business, the first principles of merchandising?

Damns in Broadcasting

A door opens and closes. Our ears go tingling in a silence electric with suspense. Trowel-Nose Noolan has just stepped into a room, in the closet of which stands, scarcely breath-

ing and flattened against the rear wall, Skunk Slattery.

The Skunk is embarrassed. For was it not the Skunk who, in a moment of lapsing loyalty, told the cops enough about that Brooklyn job to send Trowel-Nose up the river for a stretch of seven cheerless years?

We hear a sinister shuffling. Foretasting blood, Trowel-Nose is closing in. Though we see him not, but only hear him, we know he is moving toward that closet door.

Click! The latch. The closet door slams open. A snarl. A gasp. The sounds of scuffling, and of dumb beasts in lethal encounter. A blow. A crash. Then—a voice.

"And so," it rasps, "I've got you at last, you—you unscrupulous clothes-line thief!"

And that, really, outlines a current and vexing problem of the broadcasters. Shall sailors talk the speech of the sea, or pick the way daintily through the dictionary at a session on current events? Shall killers growl, or purr?

Broadcasters are human. They really prefer that their drama sound half-way true to life. And in the interest of verisimilitude they already have let slip through a few well-placed *damns*. But of flavor, sharply enough, a half-hour tragedy whose setting is a nocturnal doorway in Hell's Kitchen, even a dozen mere *damns* would not be enough. In current literature a mild word as that has become mere mark of punctuation.

Perhaps here is a solution. When they cuss, let the characters cuss in code. At the end of the episode and right after the final stabbing let the announcer say: "And now boys and girls, if you will go to your grocery store tomorrow morning and buy a package of Pearl Breakfast Beads, you'll find in the package a printed translation that will tell you what these boys really called each other."

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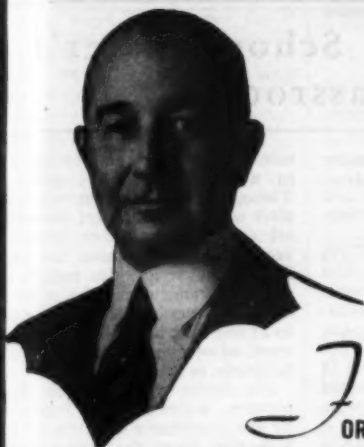
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J. E. Dixon

FOR eighteen years we have advertised—not locomotives, but the engineering service which Lima is equipped to render to railroads desirous of increasing the tonnage and speed of their trains and at the same time decreasing their operating and maintenance cost.

"Realizing that the presentation of such a sales message requires knowledge and technique not usually available in the ordinary advertising agency, we have entrusted the planning and preparation of our advertising to a technically trained advertising organization, skilled in the effective presentation of an industrial manufacturer's sales story."

J. E. Dixon

J. E. Dixon, Vice-President
Lima Locomotive Works, Incorporated

For 18 years the advertising of Lima Locomotive Works, Incorporated has been prepared by

G. M. BASFORD COMPANY

18 YEARS OF INDUSTRIAL MARKETING AND ADVERTISING

ESTABLISHED 1916 • MEMBER A.A.A.A.—N.I.A.A.

NEW YORK—60 EAST 42ND STREET

PITTSBURGH—KOPPERS BLDG. • SPRINGFIELD, MASS.—STATE BLDG.

The Little Schoolmaster's Classroom

MUCH of the apathy of many dealers toward national advertising is undoubtedly due to a lack of understanding of the time, trouble and money involved.

The Hoover Company, North Canton, Ohio, is naturally anxious to have its dealers appreciate what it is doing in the way of advertising and also get them to capitalize this advertising for their own immediate benefit. A recent issue of the "Hoover Sentinel" was devoted entirely to this advertiser's radio program and the way in which it is being tied up with the magazine campaign.

The purpose of the four-color tabloid newspaper was to bring dealers and the sales organization into closer touch with the program and its authors.

The first page traces the develop-

ment of the program, step by step in a series of twelve pictures. These, and the explanatory text that start with the picking of the musical numbers, long before the actual broadcast. Then comes the writing of the script, the making of special arrangements, the rehearsal, the trimming of the program to fit the time and, finally, the moment when the Hoover Sentinel Serenade is on the air.

No dealer could follow the pictures without being impressed by the importance and size of the task that faces the company and its advertising agency every week.

Hoover has been featuring stars. Among these is Irvin Cobb. Dealers are told how a double-barreled tie-up between radio and magazines is being accomplished. Mr. Cobb was featured in a magazine advertisement in a number of weeklies. Shortly afterward, he talked in person over the air.

The rest of the publication is devoted to a list of business stations, the reasons why Art He radio is being used, how the dealer profits and intimate glimpses of the private lives of some of the stars who are featured.

Occasionally a headline gets attention by its unexpectedness. Such a headline was on an advertisement recently issued by National Hotel Management Co., Inc. It said, "It's No Place Like Home . . . possibly!"

In an age when hotels feature home-cooking, and such slogans as "Your Home Away From Home," it is refreshing to see a hotel group come out and boast about the fact that



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many ways their service has it over that to be found in the average home.

The first paragraph of the copy beneath the headline indicates how cleverly the advertiser has followed up a startling headline:

"While we've never seen the statistics, we'll wager there's no home in the country staffed with such a multitude of valets and butlers, chefs and secretaries, maids and men servants, as our hotels. That's why we say our hotels are 'no place like home'—purposely. We know that everyone secretly longs for and enjoys the luxury of perfect hotel service. And you know it is yours in any of our seven, smooth-running hotels, without luxurious cost."

As a rule, the designing of a calling card is about as formal a procedure as an undertaker's. Custom dictates the inclusion of certain definite elements and the exclusion of certain others.

For instance, among those elements that are patently taboo, one would ordinarily include any phrase that falls into the category of "humor." Looking into the original purpose of calling cards, one can see that it would never do to be smart or facetious. Unless, of course, one happens to be in the business of selling humor, as Art Helfant, cartoonist.

Mr. Helfant's card has four words at the upper right-hand corner, which act not only as a warning to the recipient who might be inclined to tell his secretary, "Give him the gate," but also as a droll sample of their author's stock in trade. The four words are:

A HELFANT NEVER FORGETS

Of course, this idea has strict limitations. That it would not work very well for the average salesman is quite apparent. But it is interesting, none the less.

At gasoline stations selling the products of the Shell Eastern Petroleum Products, Inc., the service men are distributing key chains. The customer leaves his name and it is registered under a number. He is then given a key

"Compliment

for you," announced a client recently. "Took your reporter home. Wife read it. Asked her what she thought of it.

"Why that's just common sense," she replied."

Common sense! Most uncommon of advertising virtues! We dig it up from its natural and unlimited source—the minds of the people who buy your goods.

An Eastman market survey is thorough without being mystical. Your office boy can understand it. And should—he may be president some day!

R. O. Eastman & Co.

Market Research and Counsel
420 Madison Avenue, NEW YORK
BOSTON CHICAGO

CAN YOU WRITE FOR RADIO?

If you can write mystery sketches of the type used on Crime Clues, The Shadow, Witch's Tale, and similar dramatic radio programs, it will pay you to get in touch with the undersigned.

Do Not Send Manuscripts

Just write us, telling what you have done in this line, and whether you have scripts ready for consideration. If your letter sounds convincing, we will invite you to submit scripts.

These sketches are wanted for an advertiser who is now "on the air." Prompt response is advisable.

Address replies:

"W," Box 280, Printers' Ink
New York, N. Y.

Young Salesman WANTED

Firm of newspaper representatives have room for an unusual young salesman who can learn and grow in their business. Prefer college man, but to qualify applicant *must* have verve (no not nerve), intelligence and ambition. We will teach him our business.

The opportunity is as big as the successful applicant can make it.

XYZ, Box 281, Printers' Ink

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.35, postpaid, and the Monthly holding nine copies \$3.00, postpaid. These binders are an attractive addition to any desk or library.

chain with a tag attached. On one side this is molded into the Shell trade-mark and on the other it carries the number and the suggestion that anyone who finds it when it is lost mail it to Shell in New York City or hand it in at the nearest Shell station.

With the key chain is a tag explaining how the chain can be used and then asking the motorist to fill in information on the other side. Part of this information is as to the correctness of the address registered. The other part leaves two spaces to be checked one if the customer has procured increased mileage from Shell gas line and the other if he has not.

The Schoolmaster is interested in this method of using a small premium not only to build goodwill but, also, to get testimonial information.

...

To the list of long-time pullers the Schoolmaster adds some material sent by J. W. Jay, advertising manager, Henry Disston & Sons, Inc.

Part of the material is a letter from a farmer in Illinois. It is

WANTED—Merchandisers

Widely known food merchandising organization (operating in one-third of the States) plans to employ, for development as sales managers and executives, a small group of men who have had outstanding success in merchandising—men sufficiently mature to advance quickly to very desirable positions. We want a few men—probably two—from 30 to 40 years old, whose records will justify starting salaries of \$4,000 per year or more who can learn a new business quickly enough to permit substantial increases in salary and responsibility within 12 to 18 months. We also want a few younger men—28 to 33 years—with experience in selling or as sales managers, who will start at \$2,000 or more and qualify for attractive management positions within two years or less. This, of course, is not a request for minor executives. Only men with definite, clear cut executive qualities and plenty of intelligence can be considered. Reply, in strict confidence, giving details of last ten years' experience and income. Give also age, nationality, education, height, weight, and include a photograph if convenient.

Address "V," Box 279, Printers' Ink.

ELECTRIC
COUNTER
AND
WINDOW
SIGNS

GILCO SIGNS · DISPLAYS

GILL GLASS & FIXTURE CO., PHILADELPHIA PA.

SPECIAL
CREATING
IN
GLASS

TORONTO
MONTREAL
WINNIPEG
LONDON, ENGL.

GIBBONS KNOWS CANADA

SENIOR
CALGARY
EDMONTON
VANCOUVER

Nov. 1,

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written in pencil on blue-lined school paper. It says:

"Having saw your ad in the *National Farm Journal* about your book on saws and saw filing for which will you please send me a copy and oblige. I am interested in hand saw filing as I file several hand saws for the neighbors and lack a long ways of knowing how to do it properly yet. I received your hand book on saws back in 1911 and it is so very interesting to study am enclosing the old letter you wrote me. I was a long time in acknowledging it but better late than never."

The enclosure is a letter dated November 6, 1911. It is a form that the company was at that time sending out with its saw handbook. The most interesting feature is that this particular farmer has treasured this letter for nearly a quarter of a century.

Many people question the long-time good-will value of advertising. Occasional examples such as this are pretty strong refutations of their argument.

• • •

Into his gallery of unusual advertisements the Schoolmaster has placed the following advertisement clipped from the *Yuma Arizona Sentinel*:

" . . . Notice

To The Public

"STATE OF ARIZONA }
COUNTY OF YUMA } ss.

"I, G. R. KETCHERSIDE, County Recorder in and for the County and State aforesaid, do hereby certify that I have searched the records of uncanceled Registrations as shown by the Great Registers in my office for the years 1902-1904-1906-1908-1910-1912-1914-1916-1918-1920-1922-1924-1926-1928-1930-1932-1934 for the name of

JOSEPH M. BALSZ

and find that he registered on June 6, 1902, stating his age to be twenty-one years, and also find that from the year of 1902 to the year 1914 no party affiliation is shown on any of the registrations in said great registers, but do find that on said uncanceled registrations from the year 1916 up to and

Classified Advertisements

BUSINESS OPPORTUNITIES

A 25-year-old Notion and Toilet Goods business without debts seeks experienced Advertising man or outstanding salesman to assist in its management. Nominal investment required. Unusual opportunity. Write confidentially. Box 319, Printers' Ink.

HELP WANTED

Salesmen—Experienced selling graphic art lines to manufacturers to handle side line—individually created, high quality, low priced, lithographed mounted window and counter displays. Latest process. Good commission. Exclusive territory. Sales cooperation. Your opportunity to increase income. Give age, experience, references. Whipple & Black, Fox Building, Detroit.

ENGINEERING EDITOR, ELECTRICAL OR MECHANICAL, for an eastern publication. Capable of taking full charge of an established semi-technical monthly. Must be experienced and possess ability to interpret trends in industry and record them in readable pages. Initiative to plan and carry through a progressive editorial program. Give full particulars, including age and salary. Box 316, Printers' Ink.

POSITIONS WANTED

NEWSPAPERMAN—active, experienced, reliable, with good connections in Boston, will act as New England editorial representative of a trade journal on a part-time basis. Address Box 318, Printers' Ink.

ART DIRECTOR

Artist—wide experience, wishes connection with agency or publication, part time basis—New York City only. Box 315, Printers' Ink.

Sales Executive—20 years' sales experience qualifies him to handle any practical sales executive job. Can furnish A-1 references covering past experience and record. Location immaterial. Box 317, Printers' Ink.

NAME YOUR JOB

Alert, practical advertising man, now employed, offers not just words but ideas and salesmanship in copy and layout. Box 321, Printers' Ink.

DESIGNER • TYPOGRAPHER WANTS JOB

First class Designer and Letterer. Practical Printer. Salary in keeping with the times. Prefer East or South. Available now. References. Box 322, Printers' Ink

FOLDING CARTON EXECUTIVE

Good organizer and efficient producer with excellent record desires connection with progressive manufacturer. Thoroughly experienced all phases carton industry, both office and factory. Economical lay-out man, accurate estimator, know costs, raw materials, etc., and have accomplished profitable results in entire charge of plants. Unquestionable references. Box 320, Printers' Ink.

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No responsibility is assumed for any omission.

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Advertising rate: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

including the year 1934, the said Joseph M. Balsz has stated his party affiliation to be DEMOCRATIC.

"IN WITNESS WHEREOF, I have hereunto affixed my official seal at the City of Yuma, County of Yuma, State of Arizona, this 17th day of September, 1934.

"G. R. KETCHERSIDE,
County Recorder.

"By Albert M. Garcia,
Deputy Recorder."

Sometime the Schoolmaster hopes to hold a Classroom discussion on the vagaries and demerits of the general run of political advertising. This particular piece of copy from Arizona, however, is so unusual that he prints it ahead of his discussion.

★ ★ ★

New Canadian Product

Hand Charm is the name of a new lotion being marketed in Canada by Welney's, Ltd., Toronto. An opening campaign in Toronto newspapers has started and will be extended to other Canadian cities. Advertising is being handled by Norris-Patterson, Ltd., Toronto.

• • •

Plan Apple Campaign

A \$200,000 advertising fund is being raised for a new national advertising campaign by the apple growers of Wenatchee, Wash., for the coming season. The campaign will be handled by The Izzard Company, Seattle agency.

• • •

Adds Spaulding to Staff

Jerry Spaulding, formerly advertising manager of M. J. Whittall Associates, Ltd., Worcester, Mass., carpet manufacturers, is now with Otis Carl Williams, Inc., advertising agency of that city.

• • •

Appoints Redfield-Coupe

Eunice Skelly, New York, has appointed Redfield-Coupe, Inc., of that city, to handle the advertising of her beauty accessories. Women's publications will be used.

• • •

Advanced by Atlanta "Journal"

S. R. Dull, who has been with the Atlanta Journal for twenty-one years, has been appointed national advertising manager.

• • •

Represent "Golf Illustrated"

Golf Illustrated, New York, has appointed Parker & Tarbell, Detroit, and C. A. Schulenburg, St. Louis, as advertising representatives.

HERE'S LOGIC FOR YOU

EACH OF US GROWS stale at times, especially if working year in and year out at the same grind.

For instance, suppose you want to get out a booklet or folder. You may find your thoughts centered on a single physical form—but we could suggest a dozen different ways of doing the same thing.

It is only logical to assume that an organization which has been producing printed matter for nearly half a century has an accumulation of ideas that can be made to fit your business.

Just ask us for suggestions. If we are able to help, you win. But if we can't we will frankly tell you so.

CHARLES FRANCIS PRESS
PRINTING CRAFTS BUILDING
461 EIGHTH AVENUE—NEW YORK CITY



Specialty shops selling women's clothing placed more advertising in the Chicago Tribune during the first nine months of this year than they placed in all Chicago afternoon papers combined.